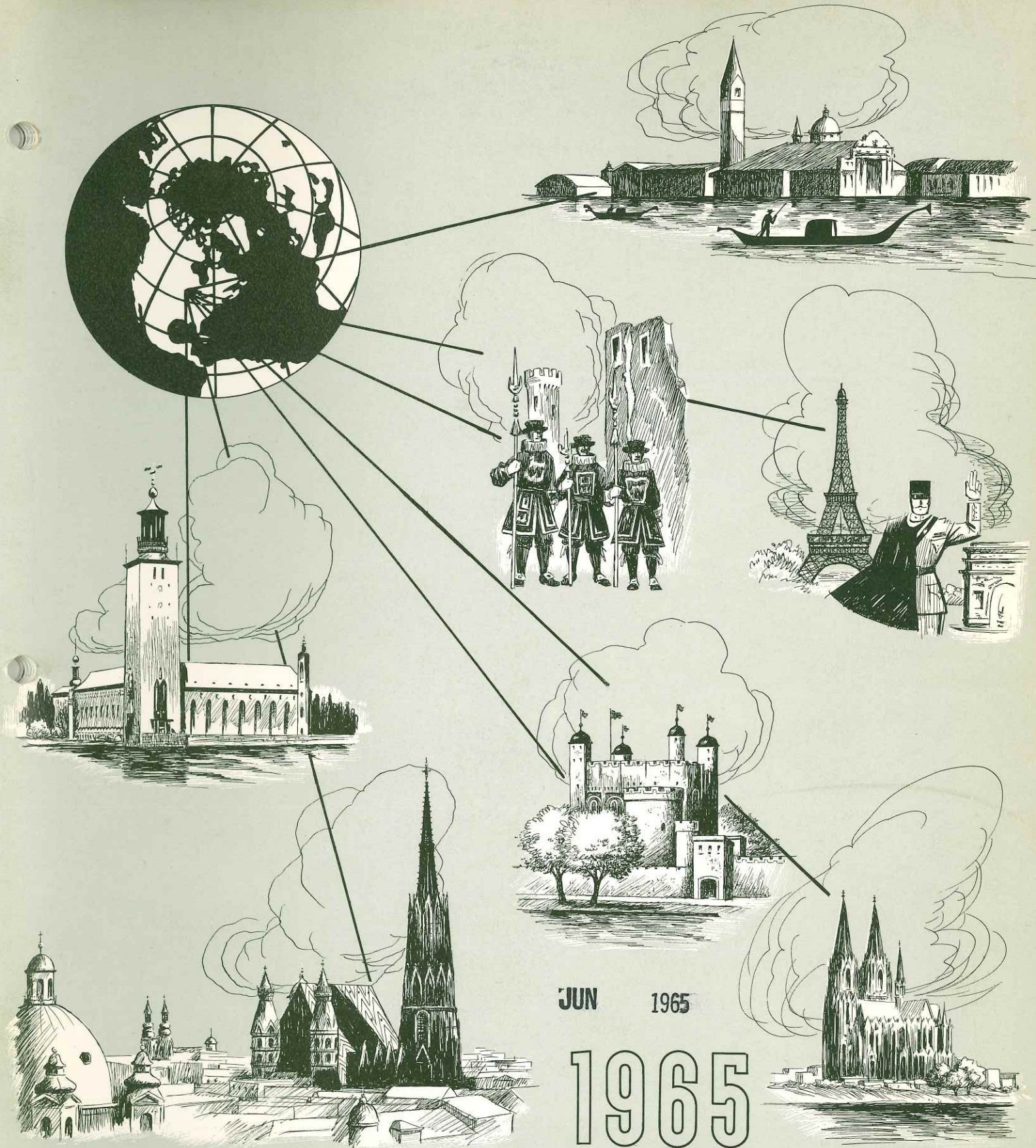




JUN 1965

1965

arthur salm inc.

8749-8755 SOUTH GREENWOOD AVE. • CHICAGO, ILLINOIS 60619

CREATORS * MANUFACTURERS * IMPORTERS * CONSULTANTS TO THE ADVERTISING SPECIALTY TRADE



THE ART OF GIFT GIVING

Gift giving is a uniquely human trait. It translates sentiments of cordial relations to a tangible lasting expression. A fine gift from an exclusive selection, properly presented, is the art of gift giving perfectly practiced.

JUN 1965

When you turn this page you will venture into a new world of gifts. We are proud to offer them for your consideration.

You may buy with complete confidence because our merchandise has these recommendations . . . exclusively designed for us by a leading design firm in the United States . . . only selected quality raw materials are used . . . each product is individually crafted by unhurried master craftsmen . . . our products are sold only to the American Business Market and are not sold in the retail stores . . . the reputation of our company demands exacting product quality and efficient, friendly service to our customers.

Our products will represent you or your company in the most complimentary manner. Your thoughtfulness in presenting these gifts will be remembered and treasured for years to come.

PRICE GROUP

The table below is designed to assist you according to price

\$1.00-\$2.00

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Medallion Pocket Knife	27
Gem Pocket Knife	27

\$2.00-\$3.00

Viennese Slicer-Server	6
Florentine Coin Bowl	18
Florentine Bottle Opener	19
Sentinel Pencil Caddy	21
Sentinel Cigaret Holder	21
Valet Clothes Brush	26
Jupiter Pocket Knife	28
Titan Pocket Knife	27

\$3.00-\$5.00

Silhouette Candle Snuffer	1
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Silhouette Petite Compote	1
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Atlas Pocket Grooming Aid	28
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\$5.00-\$7.00

Silhouette Candle Holders	1
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Encore Coaster/Ashtray Caddy	3
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Delmonico Game Shears in Import Case	9
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Gripsholm Platter	16
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Gothanette 7" Round Platter, set of 2	16
Florentine Smoker Set	18
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SHIPPING INFO

SHIPPING TIME

Unimprinted merchandise...
Imprinted merchandise.....

Trademarks, emblems or special copy allow 1 to
vidual mailings will be insured at listed price value
insurance will be added to the invoice. • Orders
according to our best judgment.

SELECTION

in finding a complete gift selection
ce ranges.

\$7.00-\$10.00

Page

Silhouette Ashtrays (Pair)	1
Silhouette Petite Compote (Pair)	1
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Viennese Ice Cream Set (5 pcs.)	7
Delmonico Holiday Sets	8
Delmonico Salad Set	9
Delmonico 3 pc. Carving Set in Flannel	11
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Delmonico Steak Knife Sets	10
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Caravelle Ensembles	20
Sentinel Set	21
Executive Desk Set	22

\$10.00-\$15.00

Silhouette Compote and Bud Vase	1
Silhouette Compote and Candle Holders	1
Silhouette Compote, Candle Holders and Snuffer	1
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Silhouette Compote and 2 Petite Compotes	1
La Reine Decanter Set	2
Napoleon Cognac Server	2
Gustav Beer Mug	3
Mood Moderne—Service for 4	5
Viennese Ice Cream Set (9 pcs.)	7
Delmonico Barbecue Sets	8
Delmonico 3 pc. Carving Set in Import Case	11
Delmonico Carving Set	11
Landskrona Set	15
Gripsholm, Set of 2	16
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Gothanette 7" Platter, Set of 4	16
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Torch Desk Lighter	22
V.L.S. Library Set	24
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\$15.00-\$20.00

Triangular Server	2
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\$20.00 AND OVER

Silhouette Gift Ensemble	1
La Reine Decanter Service	2
Mood Moderne	5
Chatelain	6
Trencher Carving Board	12

FORMATION

.....7 to 10 days after receipt of order

.....2 to 3 weeks after receipt of order

2 weeks additional. • All shipments and indi-

e, unless requested not to insure. Postage and

not indicating specific routing will be shipped



PRICES listed do not include charges for ad copy or personalization. (See inside back cover for imprinting or engraving charges.)

All prices are net, f.o.b. our Chicago warehouse.

Prices and sales are subject to our acknowledgment and its terms. We reserve the right to withdraw any item or items and to change all quoted prices without notice.

PACKAGING . . . All items are beautifully packaged in a quality gift box or gift mailer. An appropriate romance card about the product is enclosed and may be imprinted. See below.

SPECIAL SERVICES . . . ALL CHARGES ARE NET

Less Than Minimum Quantity Charges (Per Order)

Without ad copy	\$2.50
With ad copy	3.50

Gift or Christmas Wrapping Charges

Specify gift or Christmas wrapping.	
Small Items	.20 Net each.
Large Items	.25 Net each.

Individual Mailing Service

(Customer must supply gummed addressed labels and list of names and addresses in duplicate.)	.25 Net each, plus mailer, postage and insurance.
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Romance Cards (Hot Stamping)

See Gold Stamping
charges inside
back cover.

THE SILHOUETTES . . . Few forms are more graceful or splendorous than the contours of the Silhouette. The clean, simple lines cast in solid metal with gleaming nickel plating create an added dimension of beauty in any setting. Design patents are pending.

SILHOUETTE BUD VASE provides a setting of beauty for any flower cutting. 8 1/2-inches tall, 3-inches wide at the base. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 626	\$5.30	\$5.10	\$5.00	\$4.90	\$4.40

MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B

SILHOUETTE COMPOTE is extraordinary for candies, nuts, or a centerpiece for buffet or dining table. 6 3/4-inches in diameter, 5 1/2-inches high, 3 3/4-inches bowl depth. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 623	\$5.85	\$5.70	\$5.55	\$5.45	\$4.90

MAILERS AVAILABLE at 23¢ each, net.
1-4A 5B

SILHOUETTE PETITE is a miniature compote, ideal for individual service or assortment groupings of candies, nuts or delicacies. 3 1/2-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 640	\$4.70	\$4.50	\$4.40	\$4.30	\$3.80

MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B

SILHOUETTE ASHTRAY brings shimmering glamor to smoking accessories. 3 1/2-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 630	\$4.70	\$4.50	\$4.40	\$4.30	\$3.80

MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B

SILHOUETTE CANDLE HOLDERS add elegance to the dinner table, buffet or a setting where grace and beauty are desired. They come in pairs together with 12-inch tapers. Holders are 6-inches tall, 2 1/2-inches wide at the base. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 621	\$6.40	\$6.30	\$6.20	\$6.10	\$5.45

MAILERS AVAILABLE at 17¢ each, net.
1-4A 5B

SILHOUETTE CANDLE SNUFFER . . . true beauty at candle side. 9-inches long, 2 1/2-inch snuffer cup. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 617	\$3.00	\$2.90	\$2.85	\$2.80	\$2.50

MAILERS AVAILABLE at 13¢ each, net.
1-4A 5B

SILHOUETTE COMBINATION GIFTS . . . Combine Silhouette pieces in a selection of your choice . . . or order from the groupings below. Beautifully gift boxed and packed in mailer at no extra charge.

No.		No.	
646	Ashtrays (Pair)	645	Bud Vase, Candle Holders/Snuffer
647	Petite Compotes (Pair)	643	Compote and (2) Petite Compotes
641	Candle Holders and Snuffer	644	Compote, Candle Holders/Snuffer
642	Compote and Bud Vase	648	Silhouette Gift Ensemble consists of all 6 Silhouette products.
624	Compote and Candle Holders		

	12-24	25-49	50-99	100-249	250 and up
No. 646	\$9.00	\$8.80	\$8.60	\$8.40	\$7.40
No. 647	\$9.00	\$8.80	\$8.60	\$8.40	\$7.40
No. 641	\$9.20	\$9.05	\$8.90	\$8.75	\$7.70
No. 642	\$10.80	\$10.60	\$10.40	\$10.20	\$9.10
No. 624	\$12.00	\$11.75	\$11.60	\$11.40	\$10.10
No. 645	\$14.40	\$14.10	\$13.80	\$13.50	\$12.00
No. 643	\$14.70	\$14.40	\$14.10	\$13.80	\$12.30
No. 644	\$14.90	\$14.60	\$14.30	\$14.00	\$12.50
No. 648	\$28.50	\$27.90	\$27.30	\$26.70	\$23.60

1-4A 5B



626



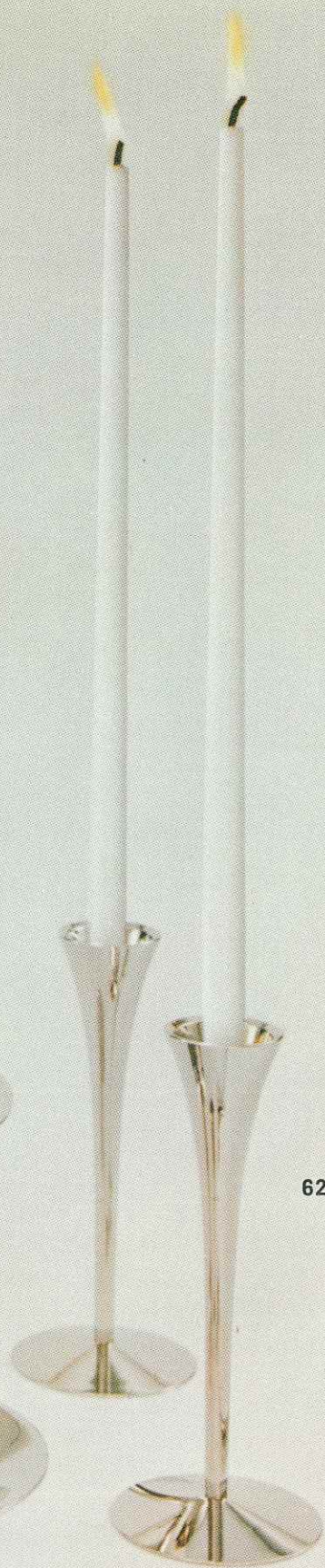
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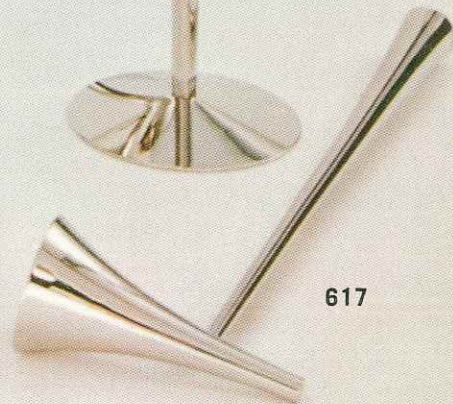
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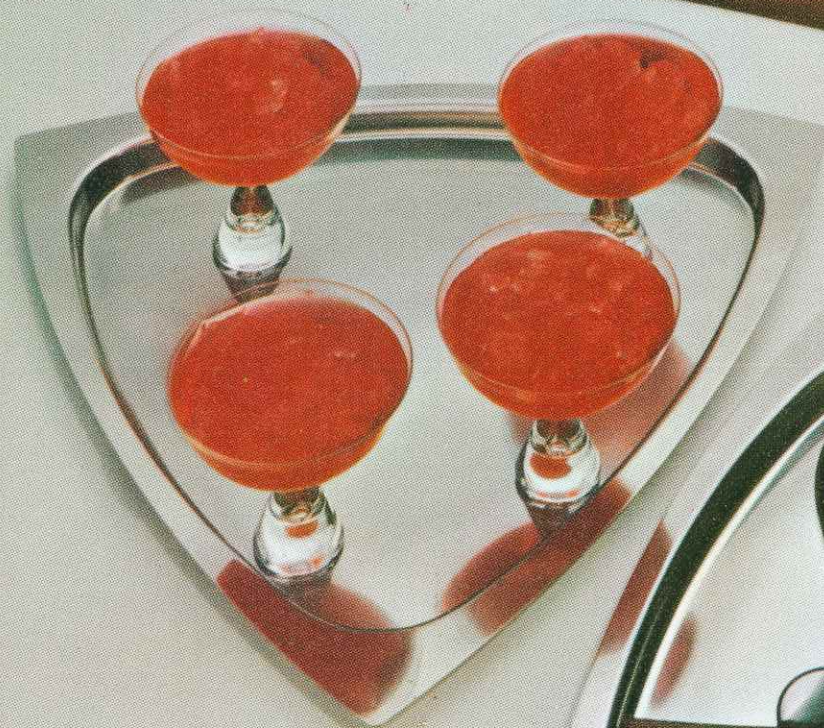
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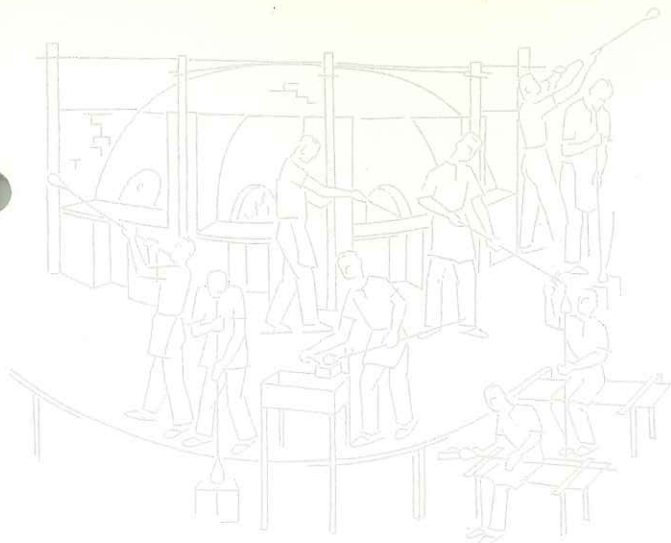


621



617





GIFT COMPLIMENTS . . . A gift of quality is a compliment not forgotten.

Exquisite designs rendered with meticulous Old World craftsmanship. Constructed of the finest materials available and packaged in tasteful gift boxes. These gifts will express your thoughtfulness to someone of importance.

LA REINE DECANTER SET brings warm sophistication to a friendly gathering. Handblown in smoke-topaz glass by Suessmuth in Germany. Decanter is 7-inches high, 4½-inches in diameter. Cordial glasses are 1¾-inches tall and 1⅞-inches in diameter. Packaged in beautiful gift box with romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 601	\$13.30	\$13.00	\$12.80	\$11.50	\$10.40

MAILERS INCLUDED at no extra charge.
1-3A 4B 5C

NAPOLEON COGNAC SERVER is a man's gift that can only be his. Hand-rubbed solid walnut tray with insets to hold the stunning hand-blown 5 ounce brandy or cognac glasses. Overall length 24-inches, 4-inches wide, 4½-inches high (with glasses). Packaged in an attractive gift mailer with romance card at no extra charge.

	12-24	25-49	50-99	100 and up
No. 603	\$13.50	\$13.00	\$12.75	\$12.50

A

LA REINE DECANTER SERVICE is entertaining supreme. Versatility and beauty combined in the hand-blown smoke-topaz decanter set and tray of Swedish 18/8 stainless steel with hand-rubbed walnut insert. The walnut insert holds and serves the cordials. Turn it over for a cutting board and tray. Remove it for a cocktail or dessert tray. Size 15¾-inches in length, ¾-inches deep. Packaged with romance card in attractive gift mailer at no extra charge.

	6-11	12-24	25-49	50-99	100 and up
No. 637	\$27.00	\$26.50	\$26.00	\$25.50	\$25.00

A

THE TRIANGULAR SERVER is a variation of the No. 637 described above, except the La Reine Decanter Set (decanter and cordial glasses) is not included. The walnut insert is an ideal cutting board for cutting and serving hors d'oeuvres, cheeses, etc. Remove the cutting board to serve cocktails, desserts or canapes. Packaged with romance card in an attractive gift box.

	6-11	12-24	25-49	50-99	100 and up
No. 521	\$15.20	\$14.90	\$14.60	\$14.30	\$14.00

MAILERS AVAILABLE at 24¢ each, net.
A





THE GUSTAV BEER MUG . . . a tankard full of friendship! Made in Sweden of heavy 18/8 chrome-nickel stainless steel. The accents and base are of golden teak. Engrave his name on it for a special gift delight. (See engraving charges inside back cover.) Packaged with romance card in attractive gift mailer at no extra charge.

	12-24	25-49	50-99	100 and up
No. 501	\$14.50	\$14.00	\$13.50	\$13.25
U.S. Patent D-197,407 A				

THE CONTINENTAL SET . . . a new refreshment luxury. Eight cork coasters encased in solid walnut, covered by a replica of an early European coin. Ad copy space on the bottom of the caddy base. Packaged with romance card in a beautiful gift box.

	25-49	50-99	100-249	250 and up
No. 508	\$3.60	\$3.50	\$3.10	\$2.80

Swatch for bottom 5¢ each, net, gold or silver stamping extra.
MAILERS AVAILABLE at 13¢ each, net.
1-2A 3B 4C

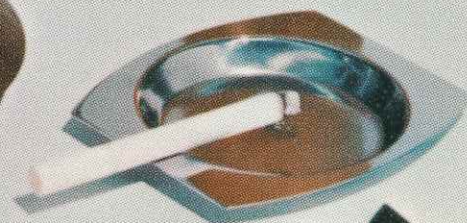
CUSTOM-MADE CONTINENTAL SETS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process. See Page 19 for costs.

THE ENCORE COASTER/ASHTRAY CADDY serves a dual role — coasters or ashtrays. Four trays crafted in lifetime stainless steel with a solid walnut caddy. Slots hold the trays ready for service — for storage they nestle together in the carved cavity. Ad copy space on the bottom of the caddy base. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 507	\$6.00	\$5.90	\$5.30	\$4.80

Swatch for bottom 5¢ each, net, gold or silver stamping extra.
U.S. Patent D-184,651
MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4C

501



508



507



GIFTS THAT COMPLIMENT . . . Gifts to be treasured because they are of unique design, made by the skilled hands of Old World craftsmen. Only the finest materials are used. Solid walnut . . . hand-rubbed to perfection; 18/8 Swedish stainless steel . . . carefully shaped and polished; cutlery from Austria . . . hot forged by the Swordsmakers of Steyr. Each gift is a compliment to the giver and the receiver each time they are used.

LA PETITE was designed especially for relishes but is ideal for butter quarters, mints, chocolates or as a decorative trophy. It was formed by Swedish masters from 18/8 stainless into a citation quality tray. It measures 3 1/2 by 10-inches. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 568	\$3.90	\$3.80	\$3.75	\$3.35	\$3.00

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

VENETIAN CANDLE HOLDERS . . . Combines early European and modern design. An unusual surface texture beautifully accents the 10-inch tapers. Cast by German craftsmen in solid metal, then heavily nickel plated.

Holders come in pairs and are 2 1/2-inches tall, 3-inches wide at the base. Complete with white tapers. Packaged in a beautiful gift box. Romance card included.

	12-24	25-49	50-99	100-249	250-499	500 and up
No. 618	\$4.10	\$4.00	\$3.90	\$3.80	\$3.35	\$3.00

Design Patent Pending
MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B 6C

THE ASGAARD SUGAR AND CREAMER. Dazzling in beauty, elegant in taste, functional in design, this set is the gift extraordinary. Shaped in 18/8 Swedish stainless steel. The combination of satin and mirror finish complements Asgaard styling.

Both Sugar and Creamer are 5 1/2-inches long, 2 3/4-inches wide, and 2-inches high. A stainless steel sugar spoon is available. Packed in an attractive gift box with appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 589	\$9.00	\$8.80	\$8.65	\$8.50

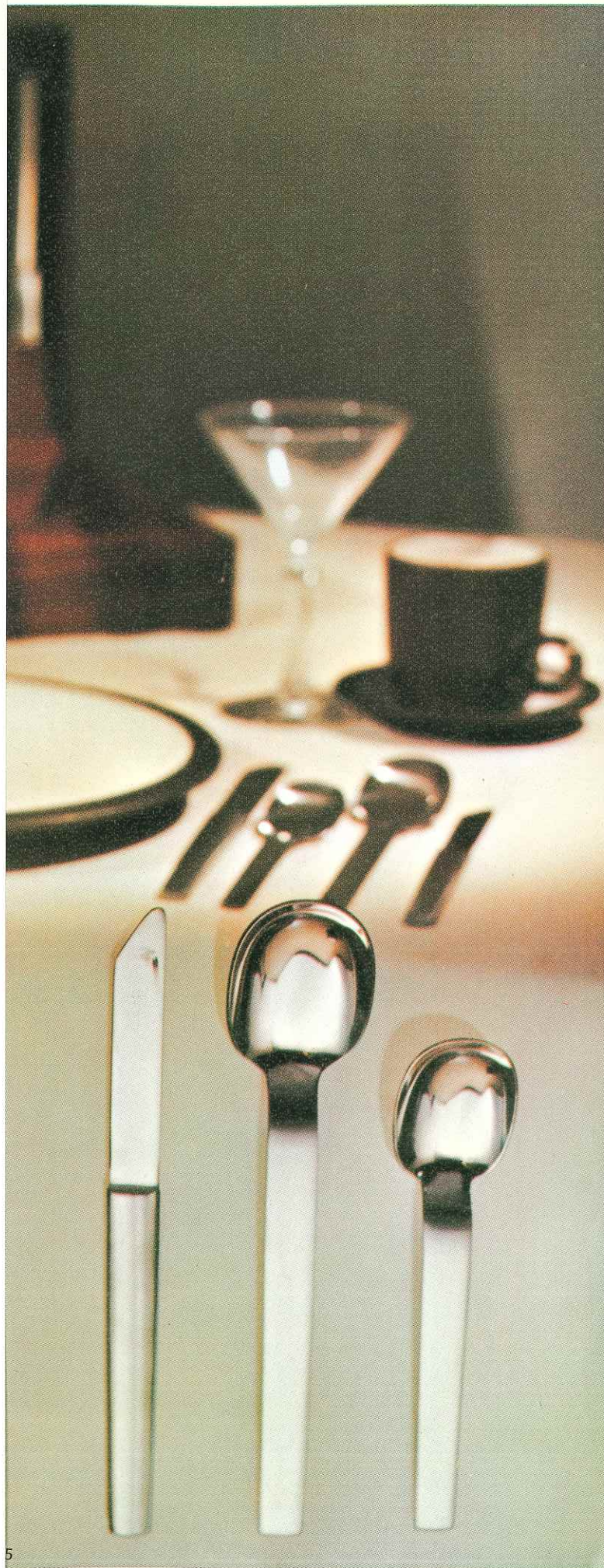
No. 589-03 Sugar Spoon optional at 75¢ in any quantity.

U.S. Patent Nos. D-189,882, D-192,606
MAILERS AVAILABLE at 14¢ each, net.
A

THE ELITE SALT AND PEPPER SET brings new beauty to the dining table. Delicate smoke-topaz glass crowned by gleaming metal, resting on hand-rubbed walnut — sheer luxury! Shakers are 2 1/2-inches tall, 2 1/4-inches in diameter. Tray is 8 by 3-inches. Packed in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 556	\$5.50	\$5.40	\$5.30	\$4.70

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B



Winner of the GOOD DESIGN AWARD of the
Museum of Modern Art



MOOD MODERNE . . . Contemporary in design, incomparable in quality. A gift that justifies pride. Designed not only for beauty, but for functional use as well. The unusual shape of the knife blade, together with the deep concavity of the forks and spoons makes dining easier and more pleasant.

Mood Moderne pieces are made from fine stainless steel by the Swordsmakers of Steyr, in Austria. Each piece is delicately balanced to assure a natural feeling in the hand. The beautiful brilliance and soft satin finishes of the handles are the result of careful hand finishing.

The sets are wrapped in a fine flannel pouch that can be used for storage. Beautifully gift boxed with romance card.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1424	\$19.10	\$18.60	\$18.40	\$18.20
6 pc. place setting. Service for four (24 pcs.)				
No. 1636	\$28.45	\$27.65	\$27.15	\$26.90
6 pc. place setting. Service for six (36 pcs.)				
No. 1848	\$37.55	\$36.60	\$36.00	\$35.70
6 pc. place setting. Service for eight (48 pcs.)				
No. 1420	\$15.15	\$14.85	\$14.60	\$14.50
5 pc. place setting. Service for four (20 pcs.)				
No. 1630	\$22.40	\$21.90	\$21.60	\$21.40
5 pc. place setting. Service for six (30 pcs.)				
No. 1840	\$29.65	\$28.85	\$28.45	\$28.25
5 pc. place setting. Service for eight (40 pcs.)				
No. 1416	\$12.75	\$12.45	\$12.25	\$12.15
4 pc. place setting. Service for four (16 pcs.)				
No. 1624	\$18.75	\$18.30	\$18.00	\$17.85
4 pc. place setting. Service for six (24 pcs.)				
No. 1832	\$24.80	\$24.20	\$23.80	\$23.60
4 pc. place setting. Service for eight (32 pcs.)				

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.

For five-piece service—eliminate butter spreader.

For four-piece service—eliminate butter spreader and salad fork.

U.S. Patent Nos. D-173,784, D-173,785, D-173,786.

MAILERS AVAILABLE at 16¢ each, net.

C



Also available in a deluxe mahogany finished chest, lined with soft Ruby Duvetyn fabric; packed in air cell mailer at no extra charge.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1106	\$39.70	\$38.70	\$38.20	\$37.70
6 pc. place setting. Service for six (36 pcs.)				
No. 1108	\$48.50	\$47.50	\$46.75	\$46.25
6 pc. place setting. Service for eight (48 pcs.)				
No. 1112	\$65.65	\$64.65	\$63.90	\$63.40
6 pc. place setting. Service for twelve (72 pcs.)				

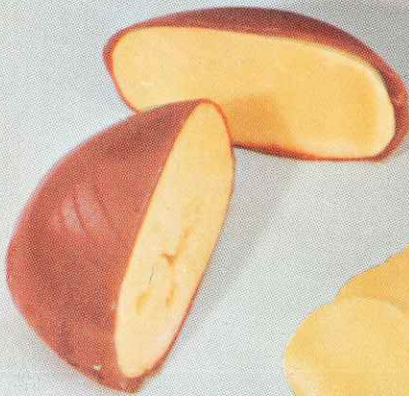
C

618





639



339



565

THE CHATELAIN . . . a gourmet's delight! Luxurious, king-size bowl with a removable console bowl in brilliant 18/8 Swedish stainless steel. An unusual gift of beauty and practicality.

Perfect for chips and dip, salads, or any food that has a side dish of sauce or dressing.

Remove the console bowl and the Chatelain is a king-size single bowl, perfect for tossed salads or gourmet specialties.

Large bowl is 14 1/2-inches in diameter, 4-inches deep, console bowl, 6 1/4-inches in diameter, 2-inches deep. Overall height 7 1/4-inches. Packaged in attractive gift-mailer with romance card at no extra charge.

	6-11	12-24	25-49	50-99	100 and up
No. 639	\$21.00	\$20.50	\$20.00	\$19.50	\$19.00

Design Patent Pending

A

THE VIENNESE SLICER-SERVER is made in Austria of fine stainless steel. Host or guest can slice cheese smoothly with a single stroke. Simply glide the server backward over the cheese . . . the serrated blade will slice and serve the cheese.

The server is 8 5/8-inches long, 2 3/4-inches wide. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 339	\$2.95	\$2.85	\$2.80	\$2.50	\$2.25

U.S. Patent D-197,620

MAILERS AVAILABLE at 14¢ each, net.

1-3A 4B 5C

THE VIENNESE SERVING SPOONS . . . an American design, crafted by the Swordsmakers of Steyr in Austria. This lovely set is perfect for serving salads, vegetables or buffet. One spoon is slotted to let juices of fruits or vegetables drain before serving.

The Viennese Serving Spoons are 9 3/4-inches long and made of solid stainless steel. The handles are brushed to a satin lustre, the bowls are polished to a brilliant gleam.

Packaged with romance card in our new Regency gift box for added elegance. Also available in flannel roll in gift box.

	25-49	50-99	100-249	250 and up
No. 2565*	\$5.90	\$5.75	\$5.15	\$4.65
No. 565	\$5.10	\$4.90	\$4.30	\$3.85

(in flannel roll)

Design Patent Pending

MAILERS AVAILABLE: No. 2565, 16¢ and No. 565, 12¢ each, net.

1-2A 3B 4C

*REGENCY GIFT PACKAGE PERSONALIZATION

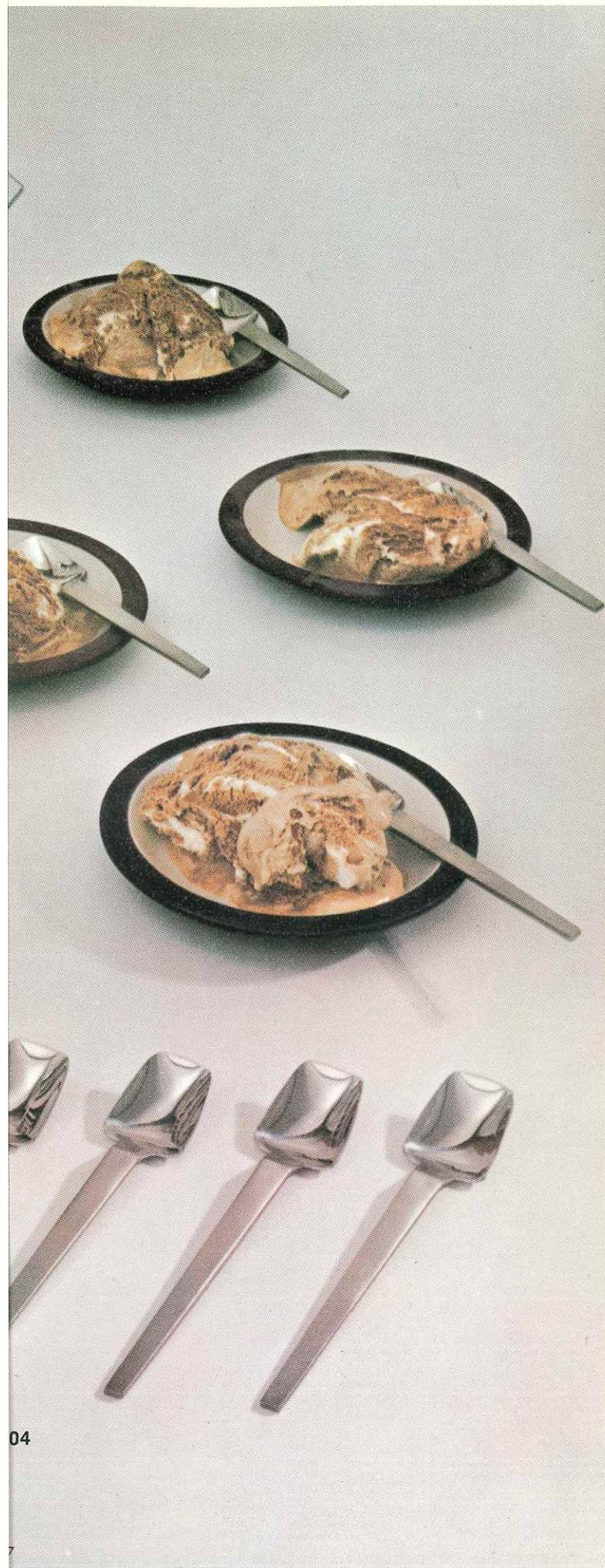
This new gift package is a luxurious complement to the fine gift it encases. An added personal touch is to personalize your greetings. It may be done as shown below.

Silver Foil (included for you to personalize)
(names handwritten by us)

5¢ each, net.
10¢ each, net.

Stamping (on pressure sensitive insert)

5¢ each net, plus
cost of stamping.
See inside back cover
for stamping charges.





THE VIENNESE ICE CREAM SET is a service designed especially for the dessert delight that is appreciated around the world . . . ice cream.

Stunning pieces . . . a sturdy ice cream spade, for handsome, easy serving . . . and four or eight glittering ice cream spoons.

Handcrafted by the Swordsmakers of Steyr in Austria, from solid pieces of fine stainless steel. The handles are carefully brushed to a beautiful satin finish contrasting with the polished bowls.

Ice cream spade is $2\frac{5}{8}$ -inches wide, $8\frac{1}{4}$ -inches long. The ice cream spoons are $5\frac{3}{4}$ -inches in length.

	25-49	50-99	100-249	250-499	500 and up
No. 2304* \$7.20 (Spade and 4 spoons)		\$7.00	\$6.90	\$6.20	\$5.60
No. 2309* \$10.80 (Spade and 8 spoons)		\$10.40	\$10.20	\$9.10	\$8.20

Design Patent Pending

MAILERS AVAILABLE at 16¢ each, net.

1-3A 4B 5C

*See Regency Gift Package Personalization on Page 6



2304

375

2413

2433

DELMONICO GIFTS combine the design talent of America with the skill and patience of Old World craftsmen. The centuries old Swordsmakers Guild of Steyr in Austria hot forge and quench each Delmonico piece from a single solid bar of fine stainless steel.

Their skills have been passed on from generation to generation since the Middle Ages. Meticulous care is used in sharpening, polishing and finishing each piece.

The result is the glittering, beautiful Delmonico cutlery. Gifts that reflect your esteem to the person receiving it.

DELMONICO BARBEQUE SET completes the modern barbeque scene. So elegant yet practical. Hot forged in eternal stainless steel. The Delmonico fork and spatula-knife have long handles, perfectly balanced for easy use.

As an added assurance of easy use, the fork has a recessed center tine for easy turning of large steaks or roasts. One edge of the spatula-knife is honed to cutting sharpness, the other edge is serrated for more difficult cutting. Packaged with romance card in original import box or in a fine flannel roll in beautiful gift box.

	12-24	25-49	50-99	100-249	250 and up
No. 375 (in flannel)	\$10.20	\$10.00	\$9.80	\$8.75	\$7.90
No. 376 (in import box)	\$11.30	\$11.10	\$10.90	\$9.75	\$8.80

MAILERS AVAILABLE: No. 375 - 14¢ and No. 376 - 19¢ each, net.
1-3A 4B 5C

DELMONICO HOLIDAY SET . . . when the call is for refreshments, nothing will serve better than this exquisite three piece beverage set.

The multipurpose knife has a serrated edge for cutting fruit, a honed edge for paring and a forked spear tip for olives, onions or cherries. The swizzle spoon and bottle opener-canpiercer are constructed for long service of lifetime stainless steel by Austrian craftsmen of excellence. Packaged with a romance card in the new Regency gift box (shown) for luxurious gift giving, in flannel roll and gift box, or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2413*	\$7.40	\$7.20	\$7.00	\$6.20	\$5.60
No. 413 (in flannel)	\$6.20	\$6.10	\$6.00	\$5.35	\$4.80
No. 416 (in wood import case)	\$7.60	\$7.40	\$7.20	\$6.40	\$5.75

MAILERS AVAILABLE: No. 2413, 16¢, No. 413, 12¢, No. 416, 15¢ each, net.
1-3A 4B 5C

DELMONICO BUFFET SET is light, bright and versatile—for buffet serving of meats, fish or fowl. Carefully crafted in excellence, in the Delmonico design by Italian artisans.

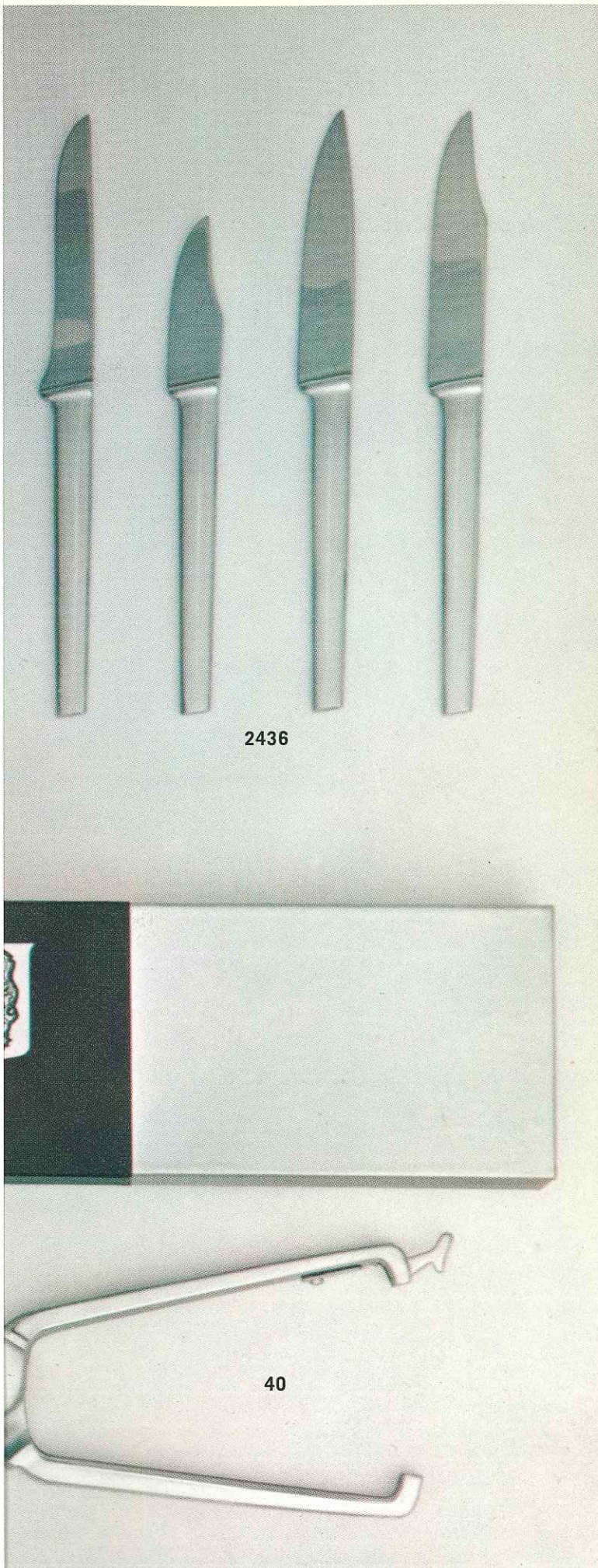
Each piece is 7½-inches in length. Packaged with romance card in our new beautiful Regency package, a flannel roll and gift box, or deluxe import case.

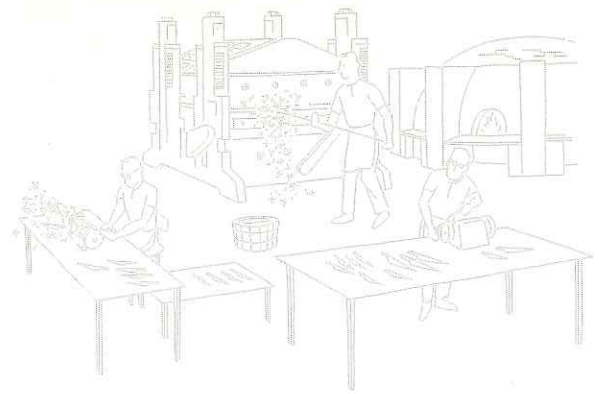
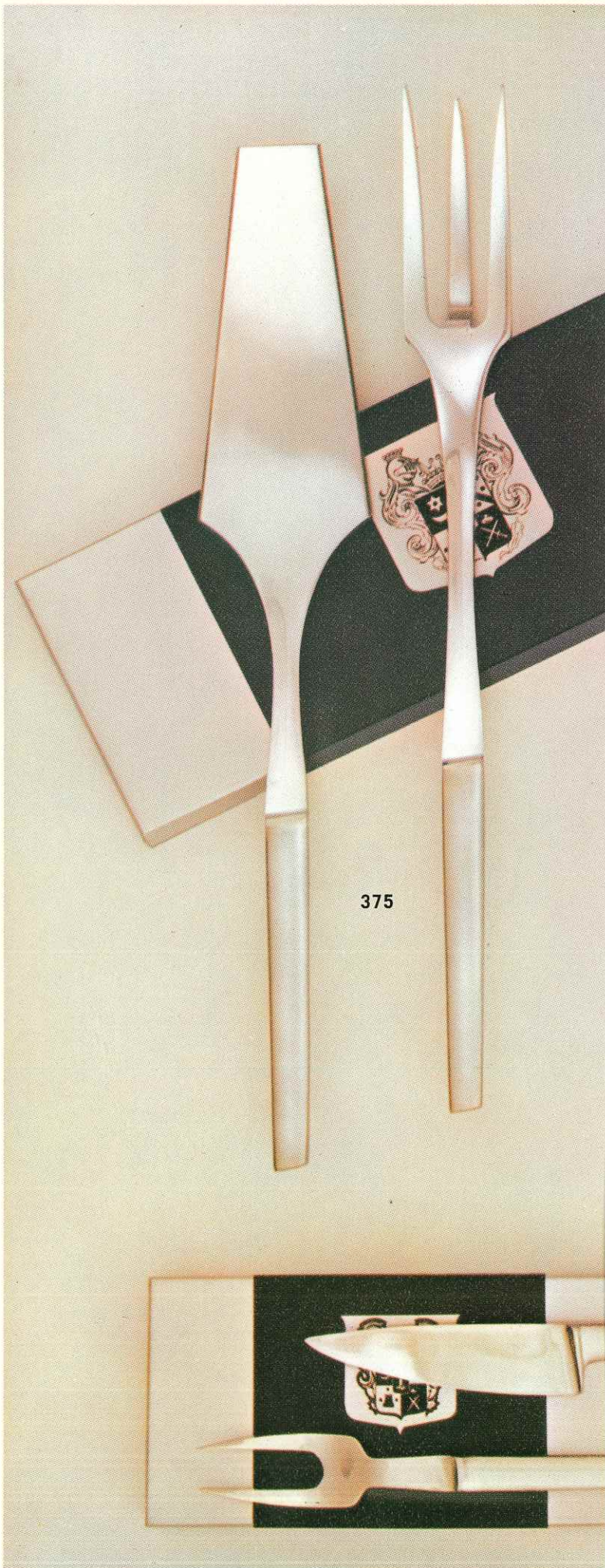
	25-49	50-99	100-249	250-499	500 and up
No. 2433* (Regency)	\$4.50	\$4.40	\$4.30	\$3.85	\$3.45
No. 433 (in flannel)	\$3.90	\$3.80	\$3.70	\$3.30	\$2.95
No. 443 (in wood import case)	\$4.70	\$4.60	\$4.50	\$4.00	\$3.60

U.S. Patent D-189,243

MAILERS AVAILABLE: No. 2433, 15¢, No. 433, 12¢, No. 443, 13¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Personalizing on Page 6





DELMONICO SALAD SET . . . a new design in serving pieces. Crafted in Austria of fine stainless steel, these Delmonico pieces are perfectly balanced. Easy to use for tossing salads, serving or buffet use.

One spoon is slotted to let juices of fruits or vegetables drain before serving.

Brilliantly polished with satin finish handles. Overall length is 10-inches. Bowl width is 3-inches. Packaged, with romance card, in our most beautiful package, the Regency gift box.

	12-24	25-49	50-99	100-249	250 and up
No. 2355*	\$7.80	\$7.65	\$7.50	\$6.70	\$6.05

Design Patent Pending

MAILERS AVAILABLE at 16¢ each, net.

1-3A 4B 5C

THE DELMONICO GOURMET KNIFE SET. Four pieces of fine stainless cutlery crafted in Italy. A perfect gift for the gourmet. A boning knife . . . a paring knife . . . a fruit knife . . . a seafood knife. Superb quality at a practical price. Overall length of knives are 7 $\frac{1}{8}$ -inches. Packaged, with romance card, in the beautiful Regency gift box.

	25-49	50-99	100-249	250-499	500 and up
No. 2436*	\$6.80	\$6.60	\$5.90	\$5.30	\$5.20

MAILERS AVAILABLE at 16¢ each, net.

1-2A 3B 4-5C

THE DELMONICO GAME SHEARS is a tool that is welcome in every household. Compound spring cutting action snips through poultry bones or the toughest gristle with ease. Forged of tempered scissors-steel, then heavily chrome plated and hand polished to a high lustre by Italian artisans. Overall length is 10 $\frac{1}{2}$ -inches. Packaged with romance card in a beautiful gift box.

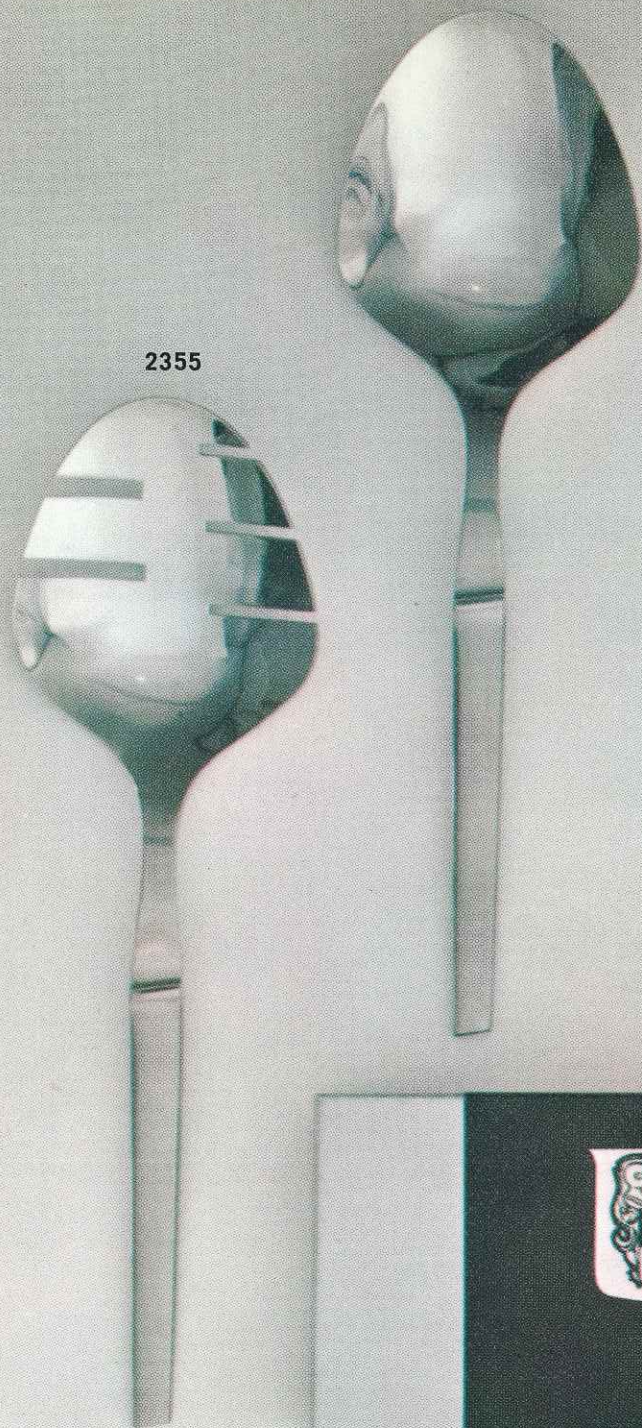
	25-49	50-99	100-249	250-499	500 and up
No. 40 (in gift box)	\$4.90	\$4.70	\$4.60	\$4.10	\$3.65
No. 42 (in import case)	\$5.90	\$5.70	\$5.60	\$5.00	\$4.50

U.S. Patent D-176,994

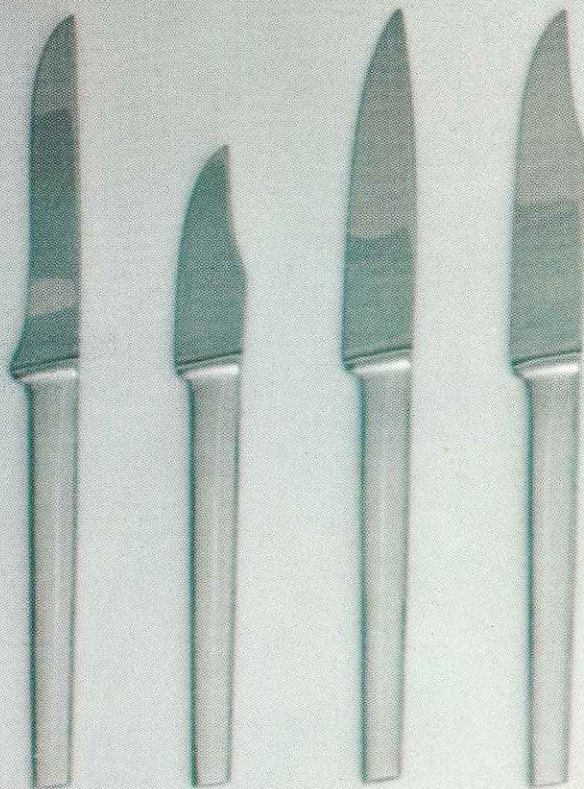
MAILERS AVAILABLE: No. 40, 11¢, No. 42, 14¢ each, net.

1-3A 4B 5C

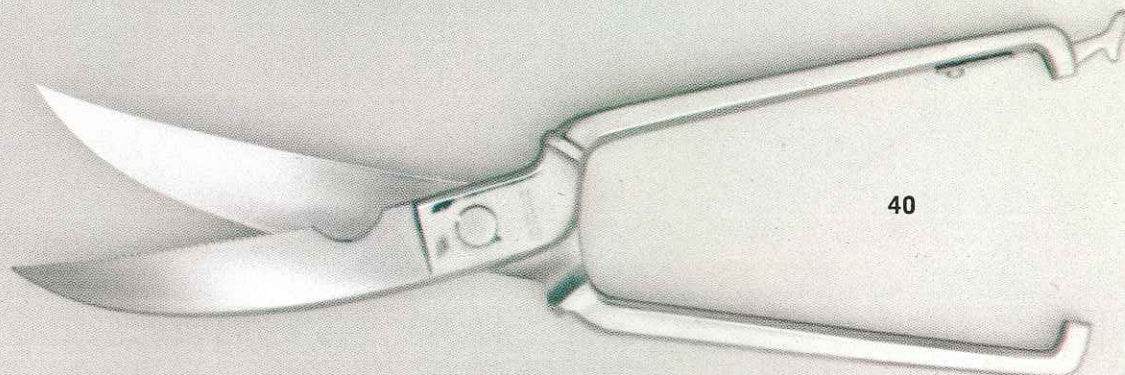
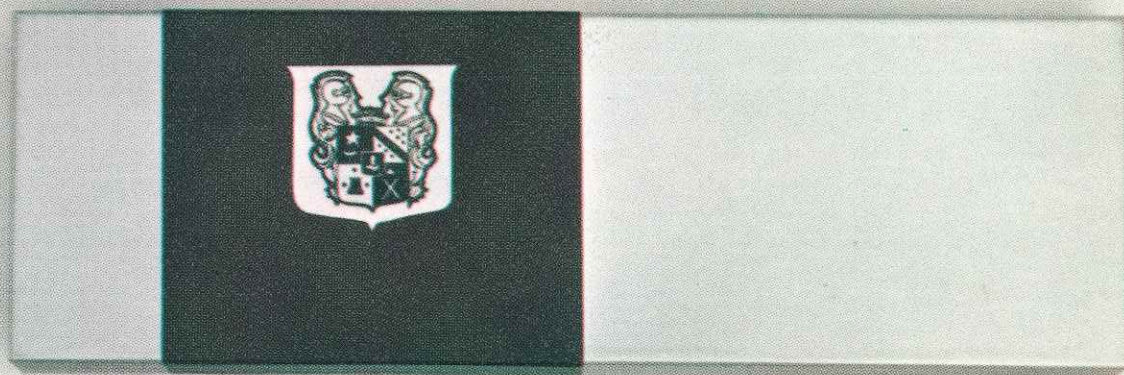
*See Regency Gift Package Personalizing on Page 6



2355



2436

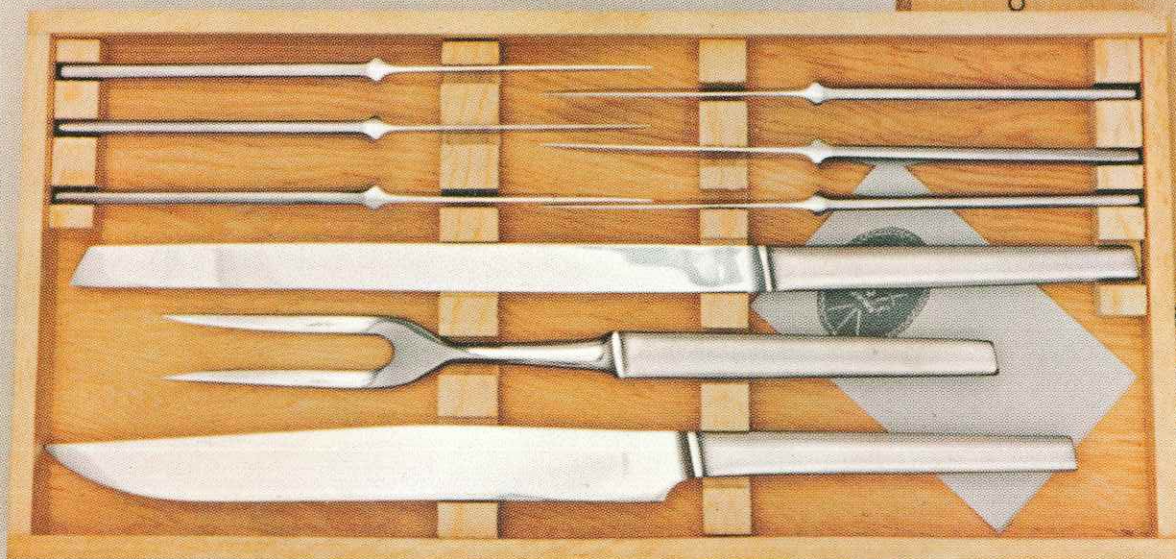


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2318



313



307

THE DELMONICO STEAK SET is a handsome set of matched steak knives, crafted by the Swordsmakers of Steyr in Austria. Only the finest stainless steel is hot forged into these Delmonico knives. A most fitting gift for those who demand quality. Overall length is 8-inches. Packaged with romance card in our finest gift package, the Regency gift box; in flannel roll in gift box or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2318*	\$9.50	\$9.30	\$9.10	\$8.15	\$7.35
No. 318 (in flannel)	\$8.80	\$8.60	\$8.40	\$7.50	\$6.75
No. 317 (in import case)	\$9.60	\$9.40	\$9.20	\$8.20	\$7.40

MAILERS AVAILABLE: No. 2318, 16¢, No. 318, 12¢, No. 317, 14¢ each, net.
1-3A 4B 5C

THE TUSCANY STEAK KNIVES are a truly flattering gift in the best taste. An extraordinary value that will be remembered a lifetime. Forged from solid stainless steel and hand polished by skilled Italian craftsmen. Packaged in a fine flannel roll in a deluxe gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 313	\$6.65	\$6.55	\$5.85	\$5.28	\$5.20

MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4-5C

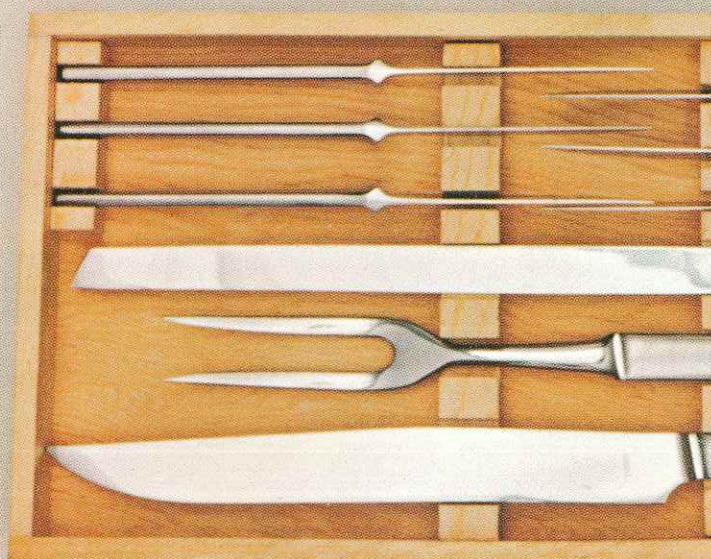
THE DELMONICO STEAK AND CARVING SET will cause a stir of excitement when the gift is opened. Crafted of the finest stainless in true Delmonico tradition by the Swordsmakers of Steyr in Austria. Our finest 3 piece carving set and six precisely honed steak knives in an original import box of wood.

	12-24	25-49	50-99	100-249	250 and up
No. 307	\$19.10	\$18.80	\$18.50	\$16.50	\$14.75

MAILERS AVAILABLE at 20¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Personalizing on Page 6





307

THE DELMONICO CARVING SET was wrought by the skilled hands of Austrian craftsmen of the Swordsmakers of Steyr. The three-piece Carving Set consists of a carving knife, a slicer and a two tined serving fork. Each piece was hot forged from solid stainless, hand honed and finished to perfection.

All are Chef-size length. The fork is 11-inches, the Carving Knife is 13½-inches and the Slicer is 14-inches. Packaged, with romance card, in the Regency gift box in keeping with the elegance of the gift. Also available in flannel roll in gift box, or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2365*	\$10.00	\$9.80	\$9.60	\$8.60	\$7.75
No. 365 (in flannel)	\$9.30	\$9.10	\$8.90	\$7.90	\$7.10
No. 306 (in import case)	\$10.70	\$10.50	\$10.30	\$9.20	\$8.25

MAILERS AVAILABLE: No. 2365, 18¢, No. 306, 17¢, No. 365, 12¢ each, net.
1-3A 4B 5C

THE DELMONICO (2 PC.) CARVING SET . . . same as described above except consists of the basic carving knife and serving fork only. Available in the below packaging with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 368 (in flannel)	\$6.60	\$6.45	\$6.30	\$5.60	\$5.00
No. 369 (in import case)	\$7.80	\$7.65	\$7.50	\$6.70	\$6.00

MAILERS AVAILABLE: No. 368, 12¢ and No. 369, 15¢, each, net.
1-3A 4B 5C

THE RICHELIEU SERVING SET . . . truly king-sized and fit for a king. 13¾-inches of luxury, beauty and practicality. A spoon and fork so serving-perfect they remove dressing from the biggest Holiday turkey or goose with ease . . . so artfully impressive, they will complement the most formal buffet . . . so practical, the gourmet will insist on using them.

Crafted with unequalled excellence by the Swordsmakers of Steyr in Austria. The decoration is incised 1/16-inch into the heavy stainless steel handle, then oxidized to obtain the most elegant effect of the art of metal finishing. Packaged, with romance card, in the luxurious Regency gift box for special beauty and attention.

	12-24	25-49	50-99	100-249	250 and up
No. 2308*	\$8.20	\$8.00	\$7.90	\$7.10	\$6.40

Design Patent Pending

MAILERS AVAILABLE at 16¢ each, net.
1-3A 4B 5C

THE DELMONICO CHEF SET . . . a remarkable set of culinary tools. Balanced and shaped for perfect control. Hot forged from fine stainless steel by experts for centuries, the Swordsmakers of Steyr in Austria.

The set consists of three knives: A 15-inch Chef Knife shaped and weighted for chopping and cutting. A Roast Knife 17-inches long for slicing roasts and other meats. A Poultry Knife 13-inches in length for carving fowl. Beautiful brushed handles and hand polished blades. Packaged in original import box with romance card.

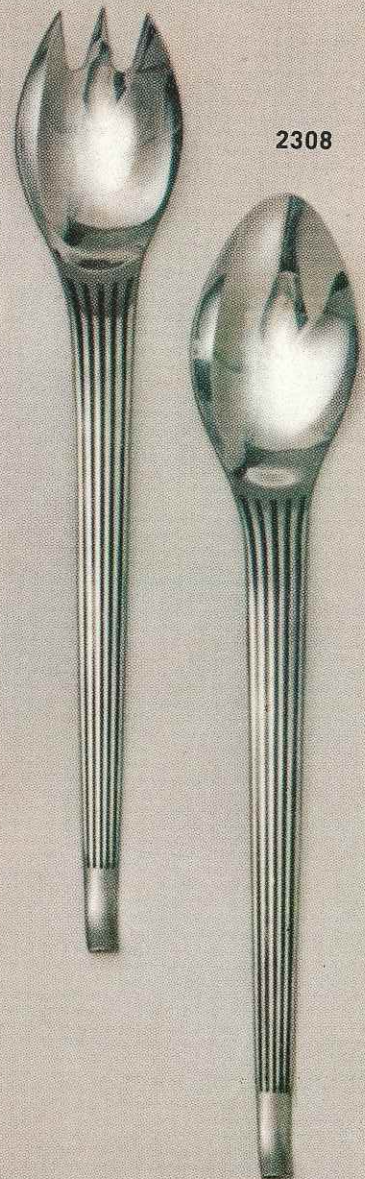
	12-24	25-49	50-99	100-249	250 and up
No. 366	\$15.20	\$14.90	\$14.60	\$13.00	\$11.70

MAILERS AVAILABLE at 19¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Personalization on Page 6



2365

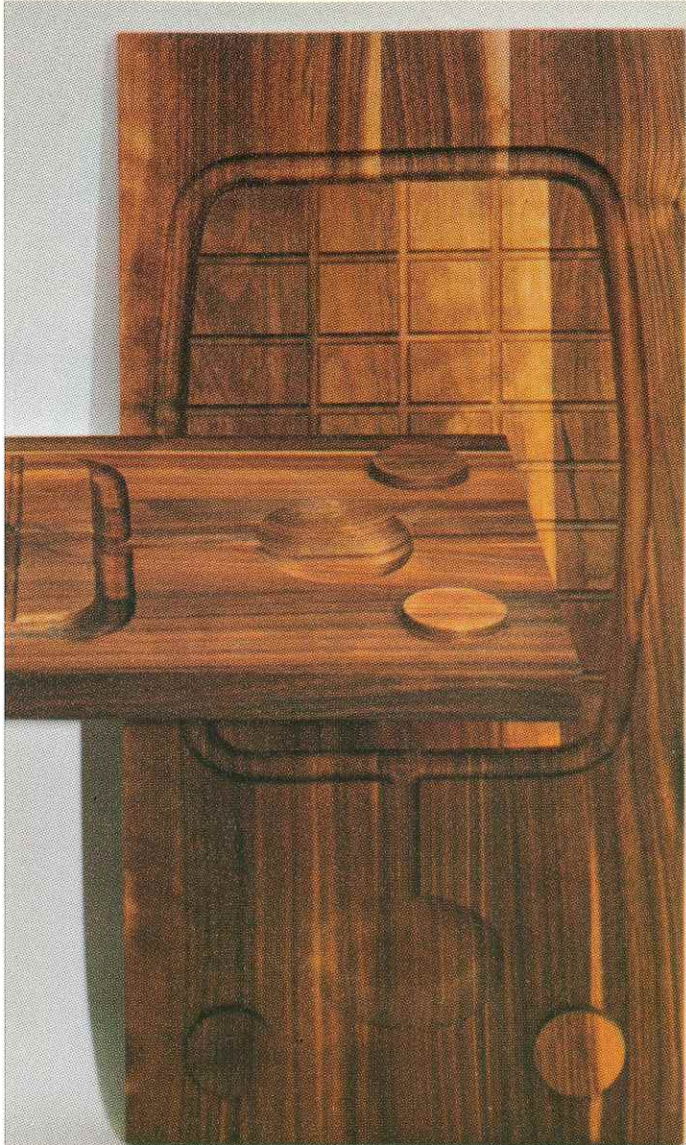


2308



366





ONE SIDE
for fowl

A CARVER-SERVER
WITH TWO SIDES

ONE SIDE
for meats

THE TRENCHER

Reaching back to the times of the kings and knights in early Europe, the Trencher brings back a touch of the lore and luxury of those colorful days. After the tournament, food delicacies were served to the victors and the king's guests on huge hardwood platters.

Like the platters of old, the Trencher is king-sized — a full 2-feet in length, almost 1-foot in width and a full 1-inch thick. Constructed of solid walnut . . . the wood of elegance.

Now — TURN IT OVER — the other side has a carving platform for meats, with juice troughs and well. (SEE NEXT PAGE.)

Express yourself to the one you are gifting with the Trencher — he will remember your thoughtfulness.

Packaged in a handsome gift mailer with romance card at no extra cost.

	6-11	12-24	25-49	50 and up
No. 876	\$31.00	\$30.00	\$29.40	\$28.70
A				

THE RICHELIEU SERVING SET (also shown) is a handsome gift for the holiday season. See Page 11.



ONE SIDE
for fowl

A CARVER-SERVER
WITH TWO SIDES

ONE SIDE
for meats



THE TRENCHER

The clatter of armor and the ring of "Hail the King" were sounds heard round the European countryside in the Middle Ages. The Trencher brings back a touch of that lore. Meats were served to the king and his guests on huge platters of hardwood.

Like those platters, the Trencher is sized for a king. It's a full 2-feet long, almost 1-foot wide and 1-inch thick . . . solid, select walnut.

A platform, patterned with juice troughs, provides a perfect carving and serving area. A tilt, built into the tray, causes the juices to flow to the well for individual basting.

ON THE OTHER SIDE, a fowl tray for perfect serving of Holiday turkey or goose. (See opposite page) Express yourself to those you remember with the Trencher.

Packaged in a handsome gift mailer with romance card at no extra cost.

	6-11	12-24	25-49	50 and up
No. 876	\$31.00	\$30.00	\$29.40	\$28.70
A				



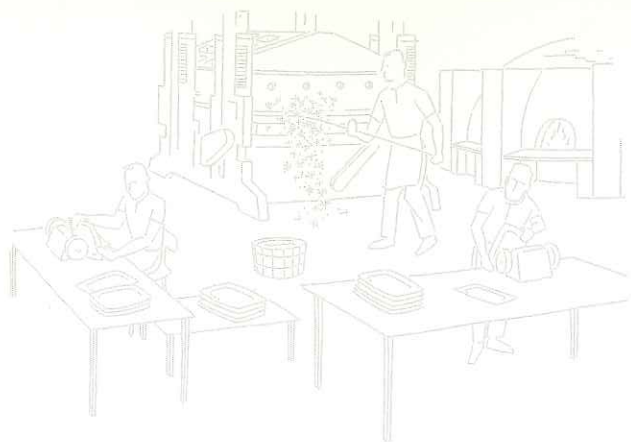


524



505





SWEDISH HOLLOWARE . . . the envy of the world. Products that are a result of ancient knowledge and skills, passed from Swedish fathers to their sons, from generation to generation. Our holloware is formed by expert craftsmen with patient care. Only the finest 18/8 Swedish stainless steel is used. It is carefully hand finished to absolute perfection. Your gift will be the finest holloware available. These are gifts for a lifetime. Make your gift more precious, with engraving. See inside back cover for engraving costs.

THE TORSHOLM . . . a serving tray for all occasions.

Born of imaginative, contemporary design, finest 18/8 stainless steel, and flawless Swedish craftsmanship. Four matching compartments provide ideal service for hors d'oeuvres, candies, nuts or dressings. Finished in a radiant combination of satin and mirror finish lustres. This exclusive holloware is 15³/₈-inches long, 6-inches wide and 7⁷/₈-inches high.

Packed in beautiful black and silver gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 524	\$8.70	\$8.50	\$8.30	\$8.10

Design Patent Pending
MAILERS AVAILABLE at 17¢ each, net.
A

THE GALLIVARE . . . a resplendent serving tray that reflects graceful contoured loveliness.

Eight compartments to serve pate, hors d'oeuvres, cheeses, seafood, dips, relishes or condiments . . . a perfect introduction to an evening of pleasure for guests.

The Gallivare becomes a luxurious and practical lazy susan when the balanced ball-bearing turntable is added.

The Gallivare is a superbly large, multi-purpose tray that measures approximately 14¹/₂-inches in diameter. It is packaged with a romance card in an attractive gift mailer at no extra charge.

	12-24	25-49	50-99	100 and up
No. 505 (tray)	\$16.00	\$15.60	\$15.30	\$15.00

A

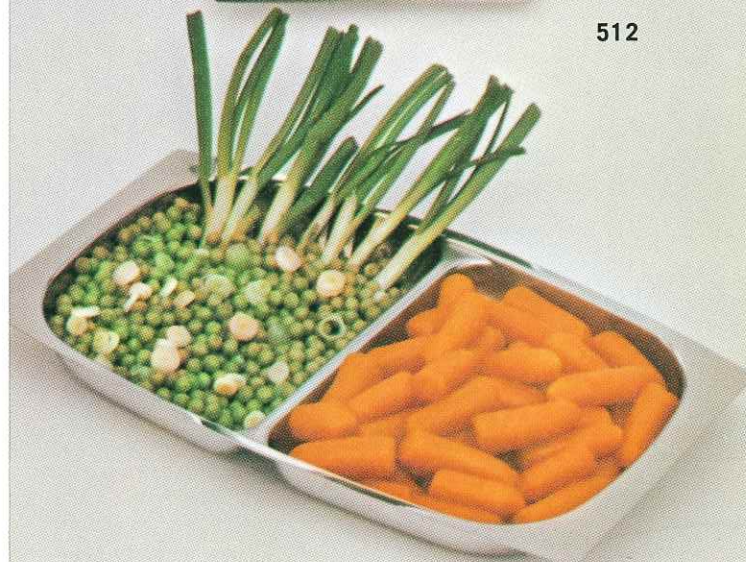
No. 504 Ball bearing turntable \$2.50 each in any quantity.

C

U.S. Design Patent D-197,022



512



528



524

THE LANDSKRONA is a welcome and much desired gift. It was created to serve as a covered vegetable dish or as two separate serving dishes.

A product of the skills of expert Swedish craftsmen and fine 18/8 Swedish stainless steel.

It will be treasured by anyone who receives it.

You may select the Landskrona as a set—dish with cover; or either dish. Both are 9½-inches by 7½-inches. The deep dish (bottom) is 1¾-inches high, the shallow dish (cover) 1¼-inches high.

Beautifully packaged in gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 526 (set)	\$12.25	\$12.00	\$11.75	\$11.50
No. 527 (shallow bowl)	\$6.40	\$6.20	\$6.00	\$5.90
No. 528 (deep bowl)	\$6.80	\$6.60	\$6.40	\$6.30

Design Patent Pending

MAILERS AVAILABLE at 18¢ each, net.

A

THE BORGHOLM is table elegance expressed in 18/8 Swedish stainless steel by skilled Swedish artisans. Two bowls with the table convenience of one. It serves two vegetables, relishes, or dips.

Each Borgholm is hand finished to a brilliant lustre. 12½-inches long, 8-inches wide, and 1½-inches high.

Gift packaged in silver and black box with romance card.

	12-24	25-49	50-99	100 and up
No. 512	\$7.70	\$7.50	\$7.30	\$7.15

U.S. Patent D-182,626

MAILERS AVAILABLE at 19¢ each, net.

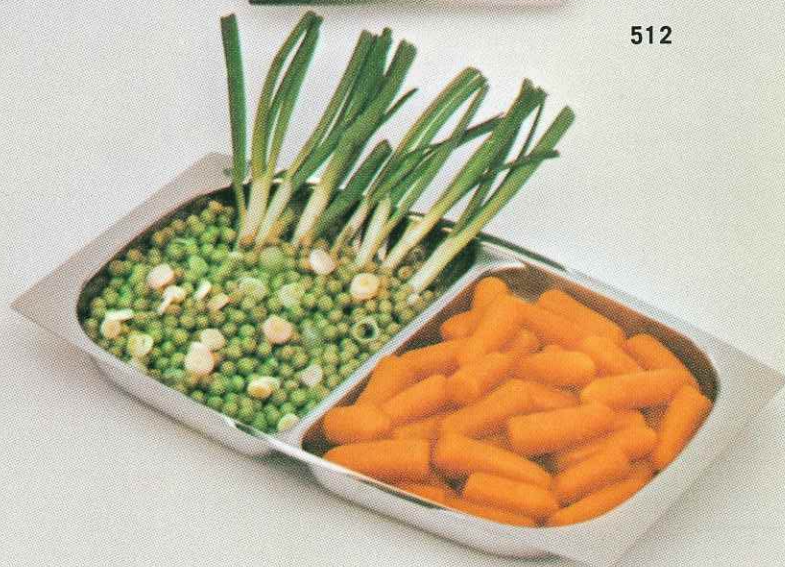
A



512



526



527

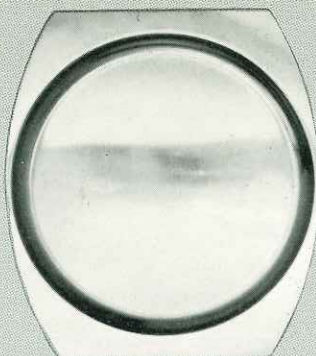


528

576



513



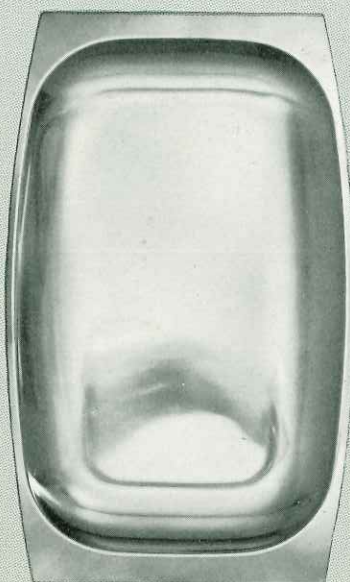
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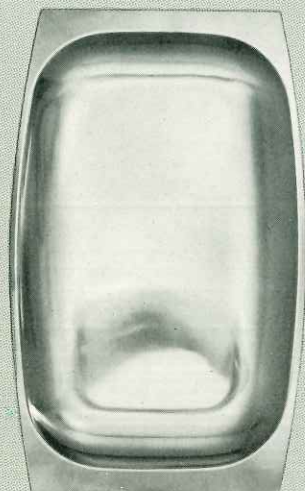
535



519



509



534-1



THE SVANEHOLM—15 $\frac{1}{2}$ x 6-inches—A masterpiece of utility. Ideal for bread, rolls, snacks or relishes. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 576	\$7.70	\$7.40	\$7.20	\$7.00

MAILERS AVAILABLE at 17¢ each, net.

A

THE FRIEDHOLM—10 $\frac{1}{2}$ x 9 $\frac{1}{2}$ -inches—A round tray with a flowing art form. Versatile because it is perfect for either roasts, fowl, sandwiches, canapes or hors d'oeuvres. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 513	\$6.70	\$6.50	\$6.30	\$6.20

MAILERS AVAILABLE at 17¢ each, net.

A

THE KRISHOLM—14 $\frac{3}{4}$ x 8 $\frac{3}{4}$ -inches—A dinner platter of distinguished elegance. Ideal for steaks, roasts, sandwiches or pastries. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 511	\$9.30	\$9.00	\$8.75	\$8.50

MAILERS AVAILABLE at 19¢ each, net.

A

THE GOTHAN—13-inches in diameter—A lustrous circle of beauty. Its large size makes it ideal for hors d'oeuvres, canapes, cake, sandwiches, meats and beverage service. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 535	\$8.00	\$7.70	\$7.50	\$7.30

MAILERS AVAILABLE at 23¢ each, net.

A

THE GRIPSHOLM—12 $\frac{1}{2}$ by 7 $\frac{3}{4}$ -inches—A buffet platter that will bring glistening highlights to the table. Ideal for canapes, sandwiches, sliced meats and cheeses. An individual steak platter that can be placed directly under the broiler flame. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 509 (single)	\$6.60	\$6.40	\$6.20	\$6.10

	12-24	25-49	50-99	100 and up
No. 510 (set of 2)	\$12.60	\$12.30	\$12.00	\$11.70

MAILERS AVAILABLE at 15¢ each, net for 509 or 510.

A

THE KUNGSHOLM—17 $\frac{1}{2}$ by 10 $\frac{1}{8}$ -inches—A beautiful master dining platter. Large holiday size makes it ideal for turkey, ham, roasts. Shining loveliness on buffets with assorted meats, canapes, etc. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 519	\$12.80	\$12.40	\$12.00	\$11.80

MAILERS AVAILABLE at 23¢ each, net.

A

THE GOTHANETTE—7-inches in diameter—Circles of elegance for individual serving or for buffet assortment service. Ideal for individual serving of desserts. Also buffet or table settings for hors d'oeuvres, canapes, relishes, etc. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 534-1 (1 piece)	\$3.30	\$3.20	\$3.15	\$3.10

	12-24	25-49	50-99	100 and up
No. 534-2 (2 pieces)	\$6.30	\$6.10	\$5.90	\$5.80

	12-24	25-49	50-99	100 and up
No. 534-4 (4 pieces)	\$11.80	\$11.50	\$11.20	\$10.90

MAILERS AVAILABLE for all above 16¢ each, net.

A

THE GOTHAN SET . . . a group of three platters for buffet setting. Consists of 1 No. 535 Gothan Platter, 13-inches in diameter and 2 No. 534 Gothanette Platters, 7-inches in diameter. A stunning gift for a discerning person. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 536	\$13.85	\$13.35	\$12.85	\$12.60

MAILERS AVAILABLE at 23¢ each, net.

A

U.S. Patents D182,626, D184,651 cover No. 576, 513, 511, 509, 510, and 519.





531



533



215



530



FLORENTINE GIFTS — So rare and beautiful — a touch of medieval Europe. The rare coin replica complements the Old World craftsmanship, creating a gift that stands alone in distinctive elegance.

THE LARGE FLORENTINE COIN BOWL — a decorator piece as well as a serving bowl. The large Florentine coin bowl will grace any setting — desk, mantel, buffet or table.

Fashioned from the finest Swedish stainless and buffed to a perfect finish. A large bowl, 9-inches in diameter and 2-inches high. Packaged in beautiful gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 531	\$6.70	\$6.50	\$6.30	\$5.60	\$5.00

MAILERS AVAILABLE at 21¢ each, net.
1-3A 4B 5C

THE FLORENTINE COIN BOWL — a remembrance of lustrous beauty. Italian craftsmen have created this bowl in the finest stainless steel. The bowl invites use for nuts, candies. Perfect as an ash-tray. 5 1/4-inches, top diameter. 1 3/4-inches, bottom diameter. 1 1/4-inches high. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 533	\$2.50	\$2.40	\$2.30	\$2.00	\$1.75

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

THE FLORENTINE CIGARET SERVER — a gift that is immediately noticed. The ancient coin and the crisp design in fine stainless steel are strikingly handsome contrasts. 3 3/4-inches high and 2 1/4-inches in diameter . . . holds a full pack of king size or regular cigarettes. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 215	\$3.45	\$3.30	\$3.20	\$2.80	\$2.50

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

THE FLORENTINE COIN BOX is luxuriously large and attractive. The replica of the ancient coin complements the utility of the box. Use it at home or in the office for jewelry, tobacco, pins or clips. Carefully crafted of the finest stainless steel by Italian craftsmen. It is 3 3/8-inches in diameter and stands 2-inches high. A removable cork disc is on the bottom. Handsomely packaged in gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 530	\$4.70	\$4.60	\$4.50	\$4.00	\$3.60

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

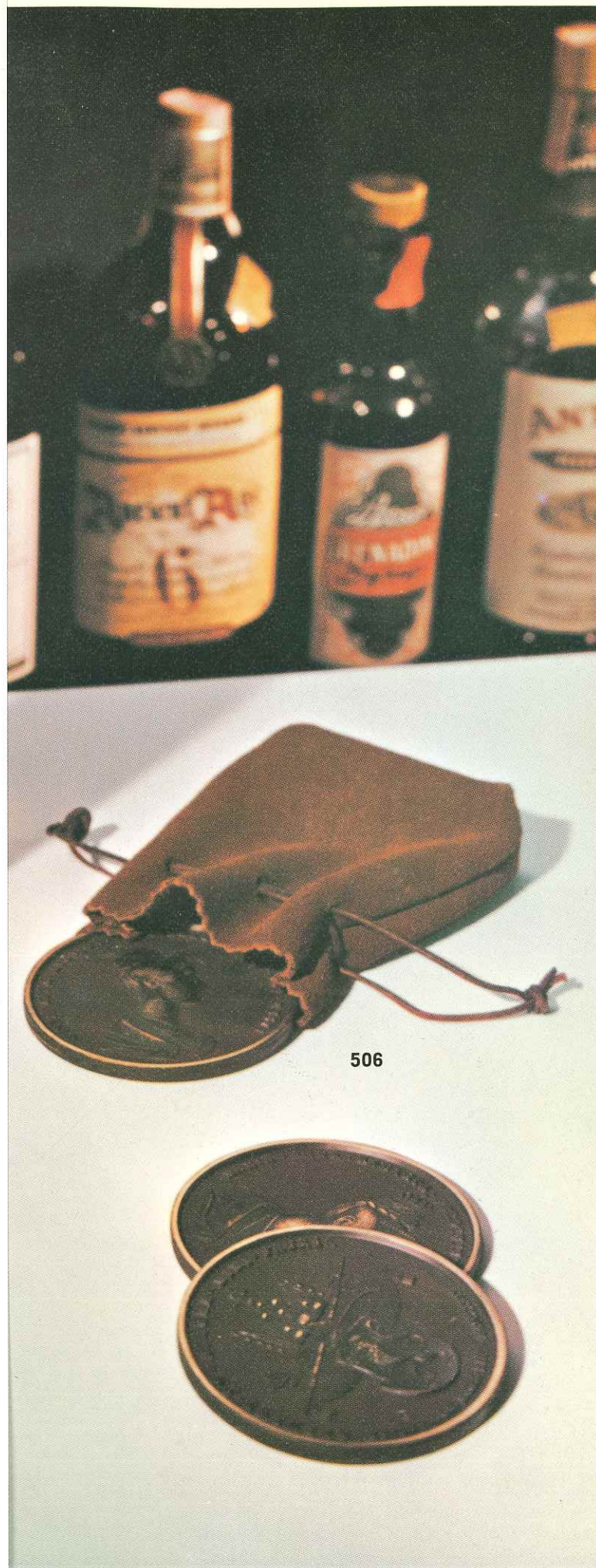
THE FLORENTINE SMOKER SET — a perfect gift combination. The No. 533 and No. 215 packed together in a handsome gift box.

	25-49	50-99	100-249	250-499	500 and up
No. 217	\$5.70	\$5.50	\$5.30	\$4.70	\$4.20

MAILERS AVAILABLE at 17¢ each, net.
1-3A 4B 5C

CUSTOM-MADE FLORENTINE GIFTS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process, and mounted in any of the above Florentine pieces.

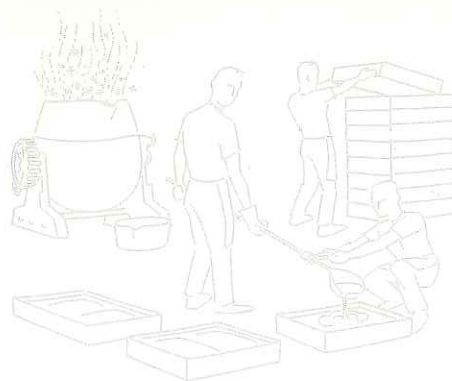
Here is the business gift or commemorative supreme. A product that upholds the dignity of the firm or the occasion. See Page 19 for costs.





215

530



THE FLORENTINE COASTER SET seems to make a beverage more refreshing and the atmosphere more friendly. This unusual coaster set consists of four replicas of early European coins, cast or stamped in solid metal and antiqued by a special metal finishing process.

A brushed brown suede leather pouch with drawstring holds them for storage. Truly a gift that is outstanding . . . unusual . . . and practical.

Brass nameplates with engraving are available for a final touch of uniqueness. Top grain leather pouch is supplied when gold stamping is desired. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 506	\$5.00	\$4.90	\$4.40	\$3.95

MAILERS AVAILABLE at 12¢ each, net.

1-2A 3B 4C

BRASS NAME PLATES for pouch: 10¢ each, net, plus engraving costs.

LEATHER POUCH: No extra charge. See engraving and goldstamping costs on inside back cover.

THE FLORENTINE BOTTLE OPENER is a product from the skilled hands of Italian artisans of metal. It is an unusual and practical companion at the refreshment hour.

The antiqued cast metal replica of an early European coin contrasts luxuriously with the fine stainless steel that holds it.

Carefully crafted and finished to unmatched excellence, it will express in a way that will be remembered. For special attention, personalize it with engraving. (See engraving charges on inside of back cover.)

It is 4 1/4-inches long and 2-inches wide. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 410	\$2.10	\$2.00	\$1.95	\$1.72	\$1.55

MAILERS AVAILABLE at 12¢ each, net.

1-3A 4B 5C

CUSTOM-MADE FLORENTINE GIFTS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process, and mounted in any of the above Florentine pieces.

Here is the business gift or commemorative supreme. A product that upholds the dignity of the firm or the occasion. See below for costs.

CUSTOM-MADE FLORENTINE GIFT CHARGES — All costs shown below are net and in addition to prices shown in the catalog. Artwork must be of good quality and camera ready. Delivery time is 16 to 20 weeks after receipt of approved artwork.

No.		Approximate Tooling Cost		Minimum Quantity	Service Charge
		One Side	Both Sides		
215	Cigaret Server	\$175.00	Not Available	1000	5¢ each
533	Coin Bowl	\$175.00	\$350.00		
410	Bottle Opener	\$175.00	\$350.00		
530	Coin Box	\$400.00	Not Available		
531	Large Coin Bowl	\$400.00	\$700.00	500	5¢ each
506	Coaster Set	\$400.00	\$700.00		
508	Continental Set (page 3)	\$400.00	\$700.00		

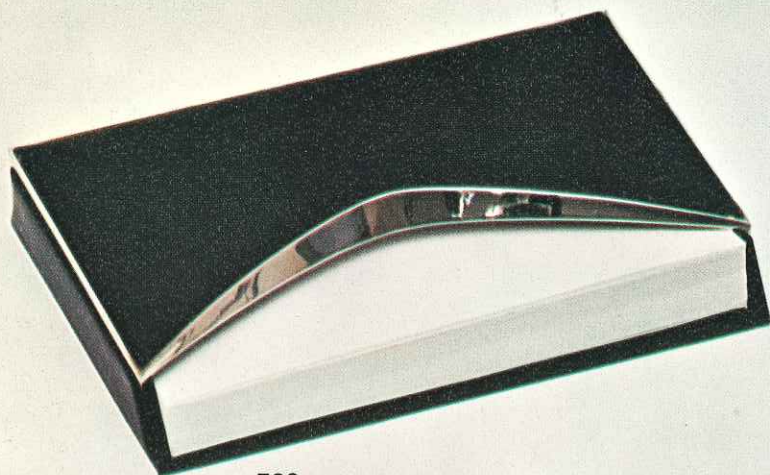


410

506



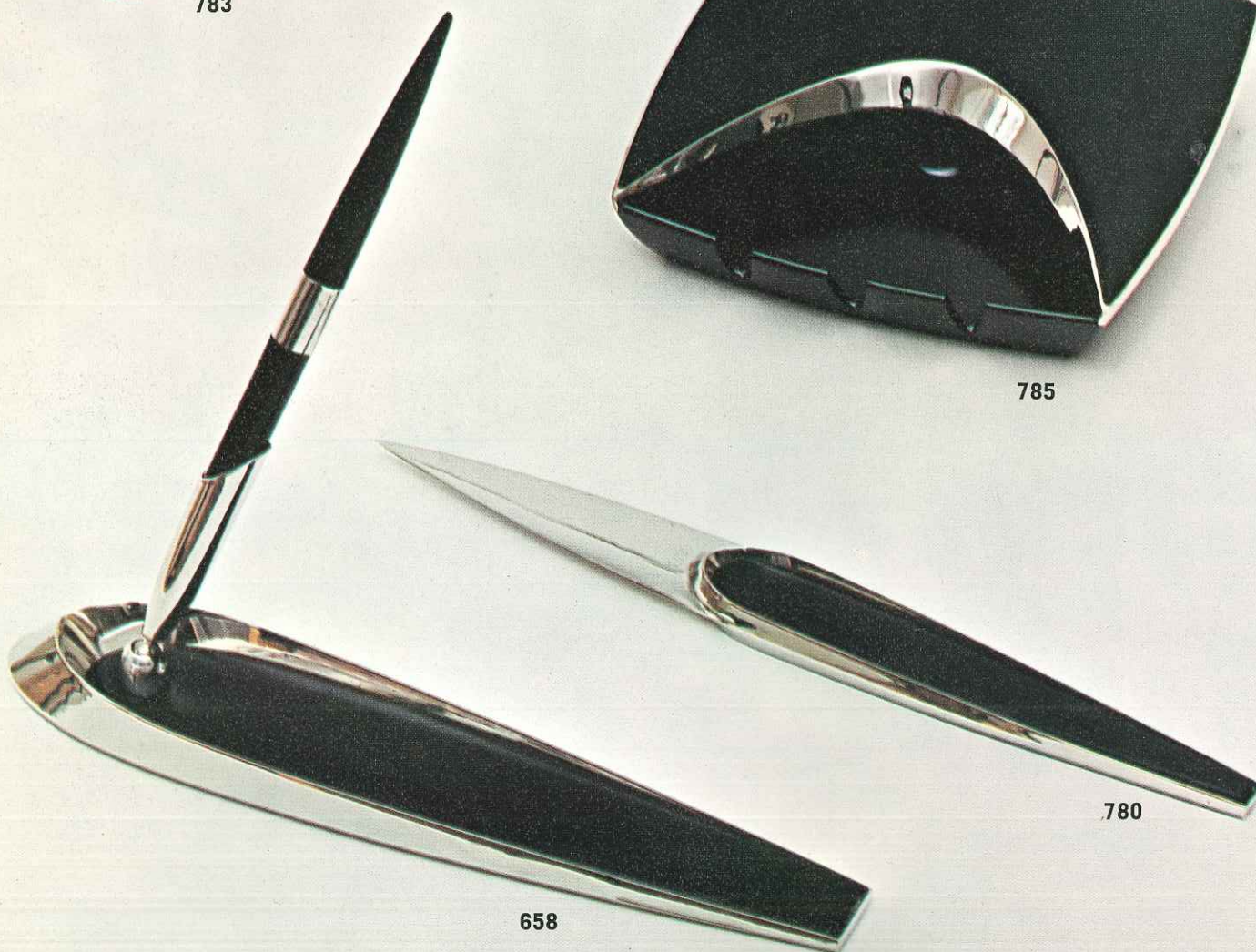
782



783



785



658

780

THE CARAVELLE DESK ACCESSORIES . . . a sweep of modern excellence. Styling, materials and craftsmanship are brought together in a dramatic array of desk top accessories. Gifts of Caravelle will be received with enthusiasm . . . and used with pride. Personalization or ad copy on the black leather is the finest possible presentation.

THE CARAVELLE NAMEPLATE . . . modern sweep but quiet dignity to a man's most personal possession . . . his name. Measures 9-inches in length 2³/₄-inches high. Black leather on nickel plated frame. Ad copy on leatherette swatch on bottom or silver stamped on opposite side of name. Packaged in handsome black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 782	\$4.40	\$4.20	\$4.10	\$3.65

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B

THE CARAVELLE DESK PAD is desk note paper convenience at its best. Padded black leather covering on durable plastic frame with nickel plated metal edging. Packed with 150 4x6-inch sheets of white bond note paper. Names, initials or ad copy can be silver stamped on black leather or put on a leatherette swatch on the bottom. Packaged in handsome black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 783	\$5.80	\$5.60	\$5.50	\$4.90

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B

THE CARAVELLE ASHTRAY . . . an ashtray that is windproof, yet its removable top makes it easy to clean. Names or ad copy can be imprinted on cushioned black leather top. The ashtray base is black phenolic. It is 5⁷/₈-inches square and 1¹/₄-inches high. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 785	\$5.00	\$4.90	\$4.80	\$4.25

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

THE CARAVELLE LETTER OPENER is the most distinguished of all letter openers. It has quality that beckons use. The cushioned black leather with nickel plated metal frame is for those who demand the best. Overall length 10-inches. Name, initials or ad copy can be silver stamped on the leather. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 780	\$3.95	\$3.85	\$3.75	\$3.35

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B

THE CARAVELLE PEN STAND is the modern aristocrat of the desk. Genuine quality, handsome appearance marks it for the executive desk. Luxurious black leather and heavy nickel plated metal. Size is 9-inches long, 2-inches wide. Names or initials can be silver stamped on the black leather. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 658	\$5.20	\$5.00	\$4.90	\$4.35

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B

No. 658S Deluxe Sheaffer Pen in place of standard pen, \$1.00 net each, extra.

THE CARAVELLE ENSEMBLE is a double remembrance gift that includes the No. 658 Caravelle Pen Stand and the No. 780 Caravelle Letter Opener. Packaged in an attractive gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 659	\$8.80	\$8.60	\$8.50	\$7.60

MAILERS AVAILABLE at 14¢ each, net
1-3A 4B

No. 659S Deluxe Sheaffer Pen in place of standard pen, \$1.00 net each, extra.

Patent Nos. 1603-04 cover No. 780, 658. Others Patents Pending.

SILVER STAMPING OF CARAVELLE GIFTS

All stamping on the Caravelle Pieces will be in silver foil, unless otherwise specified. Stamping will be done on the black leather of the article.

Quantity	Prices Net ea.	Quantity	Prices Net ea.
12-24	.24	100-249	.10
25-49	.19	249-999	.08
50-99	.13	1000 and up	.07
Quantity	Names	Initials	
Personalizations	1-49	50¢ each, net.	45¢ each, net.
	50 and up	45¢ each, net.	45¢ each, net.

Leatherette Swatch applied to bottom of base .05¢ each, net, plus cost of stamping.



THE SENTINELS . . . brilliant highlights of function and beauty. Designed in the modern motif with space age materials. Bright nickel plating on solid brass cylinders, with impact resistant styrene liners. They are made by skilled craftsmen. Given individually or as a set, the recipient will have good reason to remember your thoughtfulness.

THE SENTINEL CIGARET HOLDER provides a glitter to the decor and holds a full pack of regular or king size cigarettes. Packaged in handsome gift boxes with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 665*	\$2.60	\$2.50	\$2.40	\$2.10	\$1.85

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

THE SENTINEL CIGARET LIGHTER . . . a man's gift that will be used with pride. The lighter is durably constructed for a long life of trouble-free service. It fits snugly into the top of the cylinder, lifts out for filling. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 664*	\$3.85	\$3.75	\$3.65	\$3.25	\$2.95

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

THE SENTINEL PENCIL CADDY . . . pencils are standing ready for service when this handsome desk accessory is put to use. Dividers keep types and colors of pencils separated. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 661*	\$2.90	\$2.80	\$2.70	\$2.40	\$2.15

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

THE SENTINEL SET . . . three items that are alert and eager to serve. Three reasons why you will be remembered. Handsomely gift boxed with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 663* (all three)	\$8.90	\$8.70	\$8.50	\$7.55	\$6.75
No. 667* (661 and 664)	\$6.60	\$6.50	\$6.40	\$5.70	\$5.15
No. 662* (664 and 665)	\$6.20	\$6.00	\$5.90	\$5.30	\$4.80

MAILERS AVAILABLE at 17¢ each, net.
1-3A 4B 5C

*Available with screen printing or engraving. See inside back cover for costs.

783

658

The image displays three sleek, modern desk accessories arranged on a white surface against a dark, blurred background. On the left is a marker holder (665) with a white cylindrical body, a black base, and a black band around the middle that holds several white markers. In the center is a stapler (664) with a white cylindrical body, a black base, and a black band around the middle that holds a silver stapler. On the right is a pencil holder (661) with a white cylindrical body, a black base, and a black band around the middle that holds several colorful pencils (red, yellow, orange, blue, and black).

665

664

661



202



654



EXECUTIVE DESK GIFTS . . . designed and crafted to please the taste of the discriminating man.

The gifts below, and on the following pages, are keyed to those who appreciate beauty of design, excellence of craftsmanship and the finest materials . . . and would not compromise quality for price. When the gift is received, your thoughts will be expressed in a style that will impress.

THE TORCH DESK LIGHTER . . . a majestic giant on the desk — 4½-inches high — 3-inches wide — 1-inch thick. Open the cover — instantly — automatically — the flame burns. No spinning the flint wheel to light. Refill gives months of service.

Not only manly in size but a rugged individualist. The Torch has a solid brass case and an extra heavy plating of chrome, making it a desk companion for many years.

Crafted in Austria by skilled artisans of metal, the quality is seen and felt on first grasp. Ideal for engraving or screenprinting. Packaged in a handsome gift box with romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 202	\$13.00	\$12.80	\$12.60	\$12.40	\$11.00

U.S. and Foreign Patents Pending.
MAILERS AVAILABLE at 11¢ each, net.
1-4A 5B

THE EXECUTIVE DESK SET . . . destined to be on the desktops of important people because it is a gift that an aggressive man would own.

The brushed stainless steel base contrasts with the hand rubbed walnut stock to provide glistening accents for the desk. Two swivel pen wells adjust to hold the ball point pens at the right angle for easy grasp.

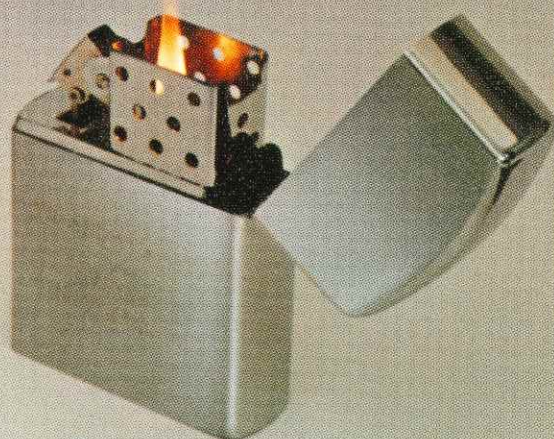
The Executive Desk Set is 9½-inches long and 4-inches wide. Personalize your gifts with brass nameplates. They are available at 10¢ each, plus engraving costs. See inside back cover. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 654	\$6.70	\$6.50	\$6.40	\$5.70

No. 654S Deluxe Sheaffer pens instead of standard pens, \$2.00 net, extra.

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B





202



THE CHANCELLOR is something new and pleasingly different in a desk gift — a letter opener and ruler combined. The decorative letter opener is made of high quality steel with a heavy plating of nickel. This extra plating assures a long life of beauty and service. Embedded in the scabbard of rich olive leather is an accurate 10-inch ruler in anodized gold. Personalization or ad copy is available on the top side of the scabbard only. It will be located on the blade section, unless otherwise specified. See inside back cover for gold stamping charges.

The Chancellor is 10⁷/₈-inches in length, 2-inches wide and is packaged in a handsome black and silver gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 710	\$3.20	\$3.10	\$3.00	\$2.70	\$2.45

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

THE CRITERION LETTER OPENER is an extra special budget priced gift. It is brightly nickel-plated so that its glistening highlights are conspicuous on the desk.

On the back surface of the opener is a 9-inch ruler, convenient for at-the-desk measurement. The Criterion is ideal for personalization or ad copy. Screen printing or engraving show off beautifully on the bright nickel background. For printing or engraving charges, see inside back cover. For etched ad copy, see below. Packaged in a beautiful gift box with romance card.

	100-249	250-499	500 and up
No. 778	\$1.46	\$1.25	\$1.10

1A 2B 3C

One Color

Etched Copy \$.37 net \$.34 net \$.33 net

Camera ready artwork must be supplied.

Cost of etching plate approximately \$20.00 net.

Each additional color 3¢ each, net.

Delivery: 90 days.

MAILERS AVAILABLE at 11¢ each, net.

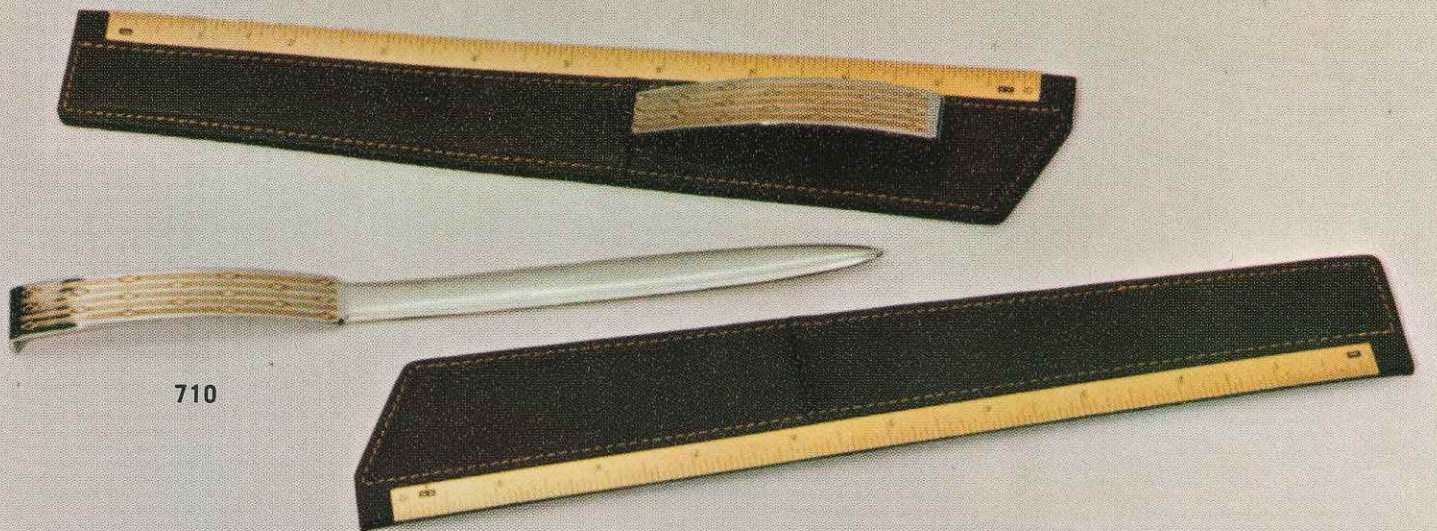
THE EXECUTIVE SIX FOOT TAPE . . . measurements in walnut for desk use. A fine six foot steel tape that creates a class of its own as a desk accessory. Made in Germany by skilled craftsmen. The scale is accurate and easy to read with rich black numbers and lines.

The case is made of walnut and measures 2 by 2-inches and is 1-inch thick. Walnut provides a rich background for screen printed ad copy or engraving on a brass nameplate. See inside back cover for details. Packaged in a handsome gift box with romance card.

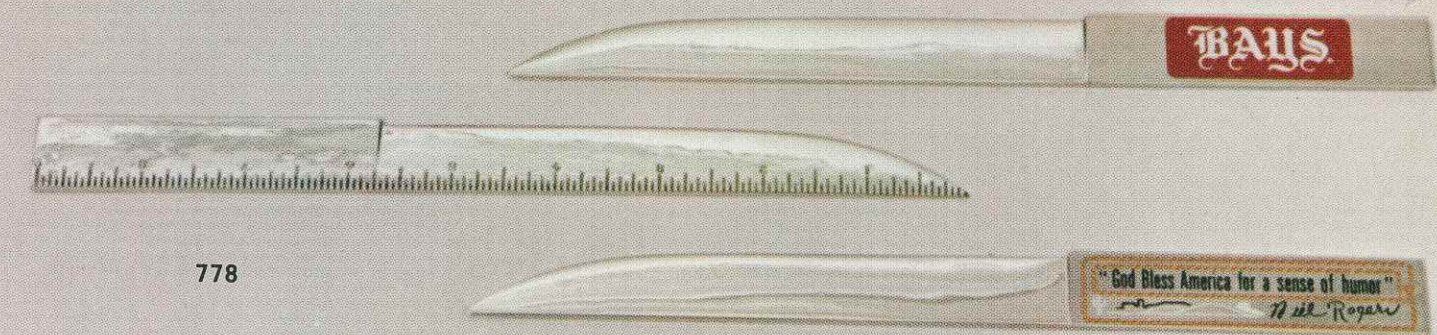
	50-99	100-249	250-499	500-999	1000 and up
No. 627	\$1.95	\$1.90	\$1.70	\$1.50	\$1.45

MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4-5C

Brass nameplates 10¢ each, net plus engraving.



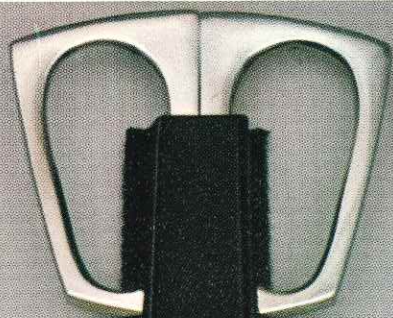
710



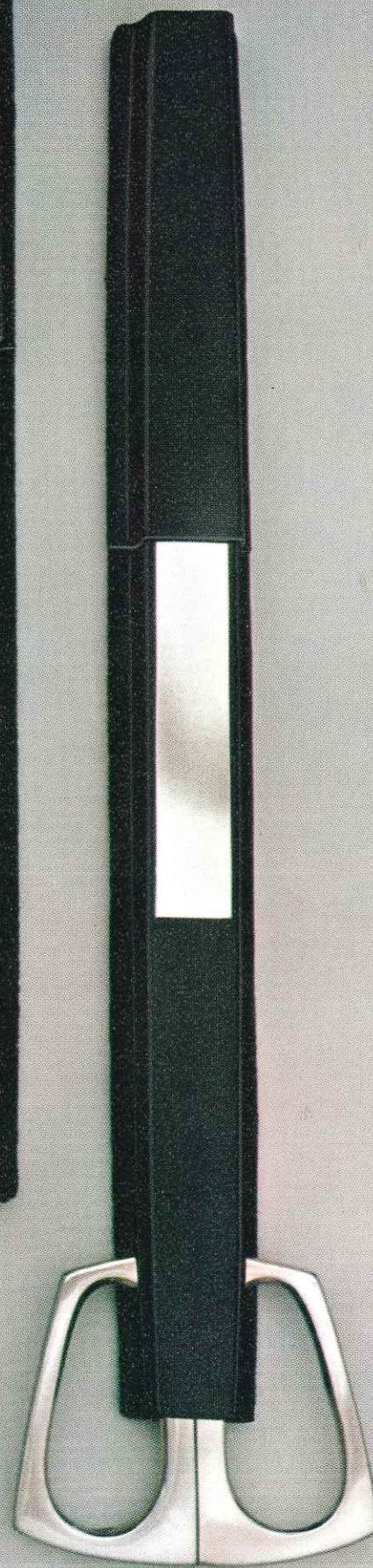
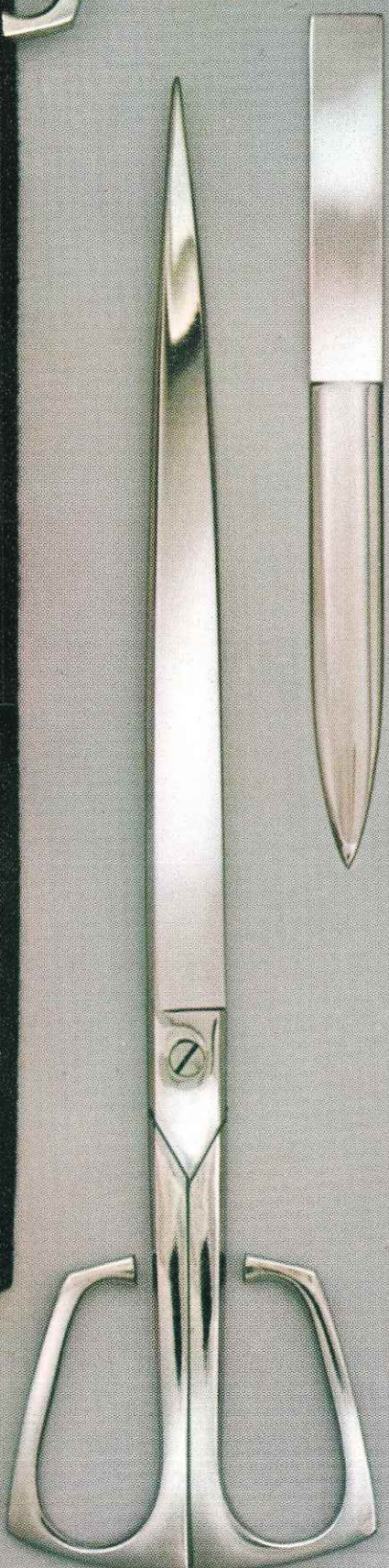
778



627



WILLIAM MORRIS



THE V.L.S. LIBRARY SET answers the need for a most unusual, distinctive gift for V.I.P.'s. The extraordinary gift for the extraordinary person.

A scabbard of genuine black cowhide encases a shear and letter opener of unexcelled quality.

The V.L.S. means Very Long Shears and it is — 12½-inches long. The slender blades are hollow ground and scientifically shaped for precise cutting over the entire length of the blade.

See this dotted line? *One single cut with the V.L.S. will cut this page in half from top to bottom with 1½-inches to spare.*

The handle of the letter opener is ideal for personalizing or engraving or screenprinted ad copy.

Made in Europe by craftsmen skilled in the cutlery arts. Your gift of the V.L.S. will be the one remembered gift he receives. Packaged in a handsome gift box with appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 750	\$10.20	\$10.00	\$9.80	\$8.80

Design Patent Pending

MAILERS AVAILABLE at 14¢ each, net.

1-3A 4B

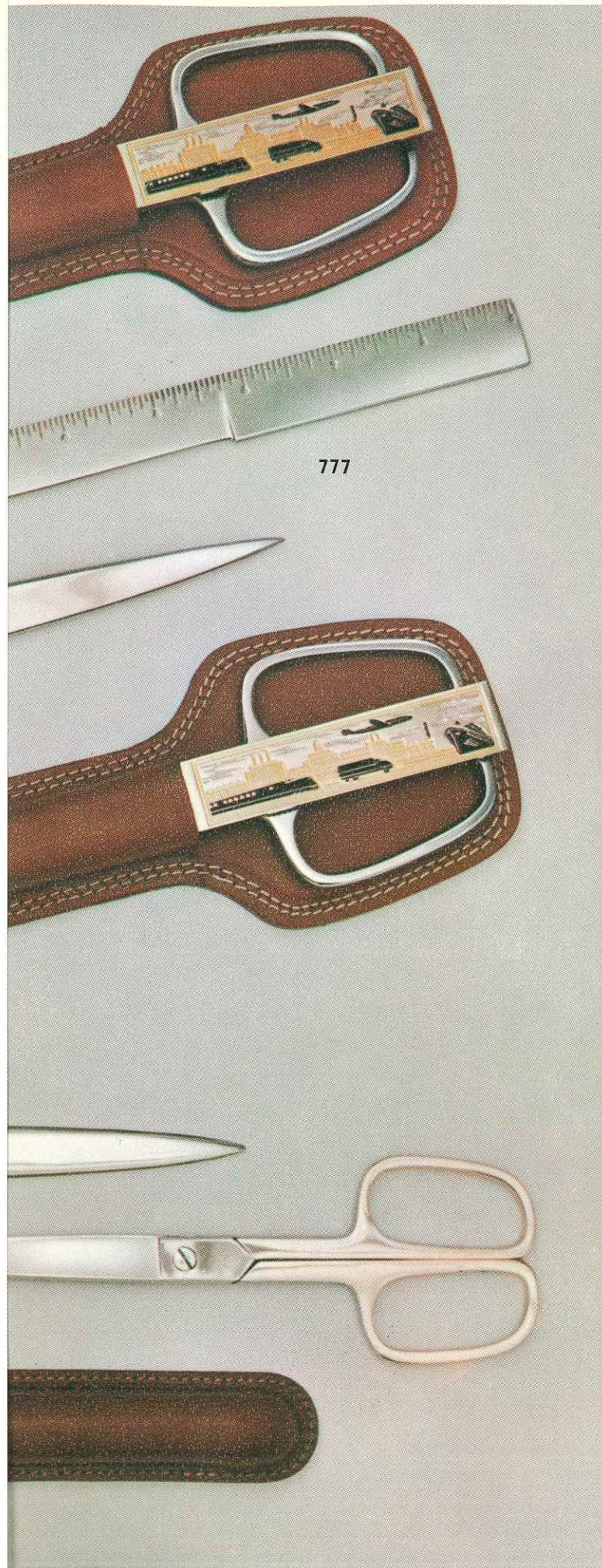
ENGRAVING OR SCREEN PRINTING CHARGES for letter opener handle — see inside back cover for prices.

SILVER STAMPING ON BLADE SECTION OF SCABBARD.

High quality silver foil is used in all stamping. If desired, silver stamping can be done on the underside of the scabbard at the same cost as shown below. Block or italic upper case letter styles only are used.

	Minimum Pieces	Cost
Individual Names or Initials	25	50¢ each, net
Ad copy — 1 or 2 lines (20 letters per line)	50	10¢ each, net

Special dies for trademarks, etc., will be quoted upon receipt of artwork.





THE COMMERCE AND INDUSTRY DESK SET . . . a product of careful craftsmanship and outstanding materials from Europe. A desk set of real quality.

The scabbard is genuine cowhide, tanned to a rich, warm tone — a prestige setting for gold personalizing or ad copy. To assure a long life of service, double saddle-stitching is used.

The elegantly embossed handle of the letter opener is fired enamel filling. The heavily nickel plated metal gives immediate assurance of the quality in hand. A convenient nine-inch ruler is embossed on the back of the blade.

The shears are carefully crafted from special scissors steel — hot forged — tempered — nickel plated . . . then hand honed to cutting perfection.

The shears are 8½-inches long, the letter opener 9-inches long, and the scabbard is 10¼-inches long. (See price schedule below for personalizing or ad copy.) Beautifully gift boxed with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 777	\$6.20	\$6.00	\$5.35	\$4.80	\$4.70

Design Patent 1173
MAILERS AVAILABLE at 11¢ each, net.
1-2A 3B 4-5C

THE CONSUL LIBRARY SET is a quality gift at a budget price. European artisans of cutlery have crafted it with patient skill.

Special scissors steel is used for the shears. It is hot forged, tempered and sharpened for easy cutting. The shears are approximately 7½-inches long. The perfect fitting handles are comfortable, even for long cuttings. The letter opener is made of fine steel, with heavy nickel plating. The scabbard is specially processed leather with a rich olive tone. Saddle stitching gives a final touch of luxury and quality. (See below for personalization or ad copy.) Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 720	\$4.90	\$4.80	\$4.25	\$3.80	\$3.75

MAILERS AVAILABLE at 10¢ each, net.
1-2A 3B 4-5C

PERSONALIZATION OR AD COPY

Engraving or Screen Printing: See inside back cover.

Gold Stamping

Ad copy will be stamped on the top side of the scabbard underneath the handles of the shears, *unless otherwise specified* at prices listed on inside back cover. If desired, stamping can be done on the underside of the scabbard at the same cost. If both surfaces are stamped, a charge for each stamping will be made. Block or italics upper case only are used in gold stamping.

Gold Stamping on Blade Section of Scabbard

	Minimum	Cost
Individual Names	25 pieces	50¢ each, net.
Ad copy (1 or 2 lines)	50 pieces	10¢ each, net.

Up to 20 letters per line.

Special dies for trademarks, etc., will be quoted upon receipt of artwork.

CUSTOM DESK SET (Same as No. 777 except letter opener.)

The No. 778 letter opener, Page 23 (with your name, trademark, or message screen printed, engraved or etched on the handle), may be substituted for the Commerce and Industry letter opener as indicated below.

Screen Printing or Engraving Costs: See inside back cover.

Filled Etching

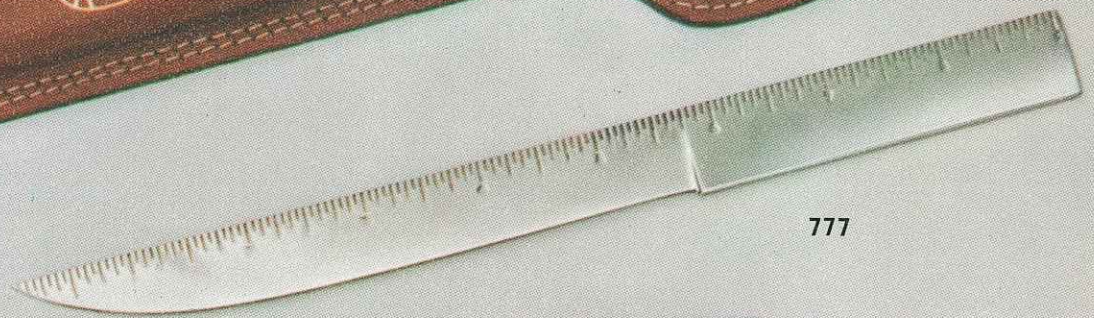
Delivery: 90 days Minimum Quantity: 100 pieces

Plate cost: \$20.00 approx.

Artwork—Good quality and camera ready

	100-249	250-499	500 and up
Cost for one color	.27 net	.24 net	.23 net

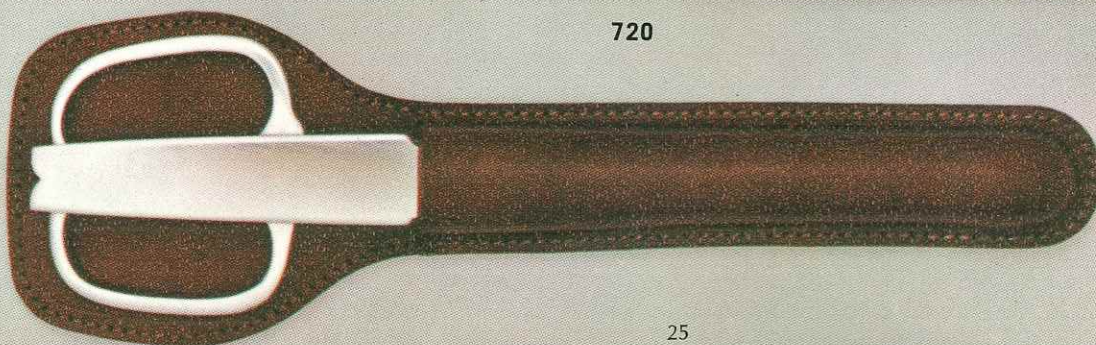
Additional colors .03¢ each, net.

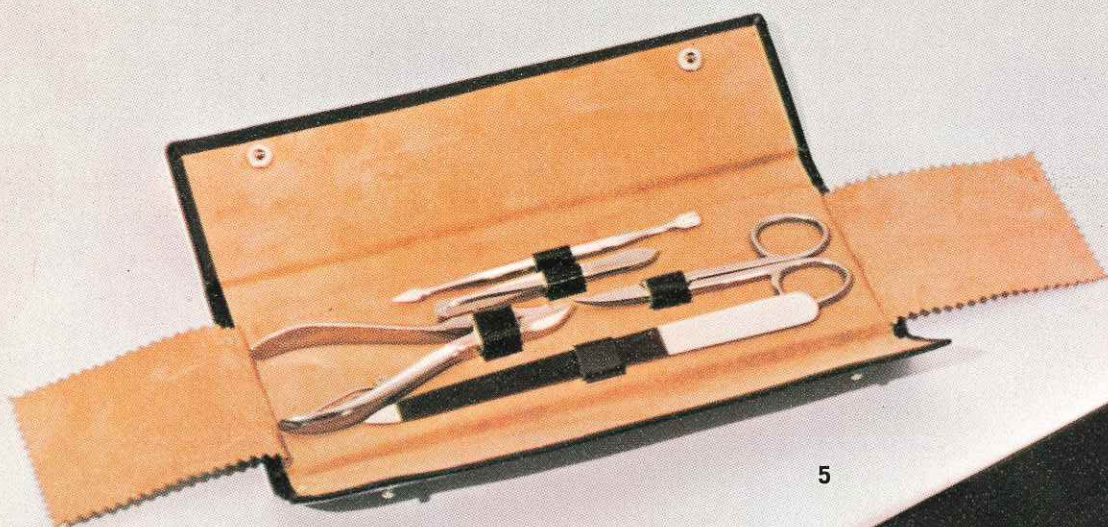


777



720





5



16



18

THE AMBASSADOR MANICURE SET will delight those who demand impeccable styling and personal grooming. Styled in genuine top-grain cowhide carefully processed to a rich black finish, the Ambassador is ideal for travel or at home use.

Unsnap the clasps, open the case and five glistening grooming instruments of surgical steel await your use. Triple-cut nail file, combination cuticle pusher and nail cleaner, scissors, nail trimmer and tweezer. All are products of master European craftsmen. Forged from the finest steel and finished to close tolerances, then buffed and polished to unusual brilliance and beauty.

The Ambassador is just $\frac{3}{4}$ -inch thick, 3-inches wide and $8\frac{1}{4}$ -inches long. The smooth jet black finish accents personalization or ad message. It provides a perfect field for gold or silver stamping. See inside back cover for details. Packed in beautiful gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 5	\$10.50	\$10.20	\$10.00	\$9.80
MAILERS AVAILABLE at 13¢ each, net.				
A				

THE VALET CLOTHES BRUSH . . . another gift for fine grooming. Long bristles set in rich walnut will pick up the most stubborn dust particles. A specially designed lint pad on the top of the brush removes lint from soft or hard-finished fabrics.

Walnut-finished handle can be screen printed on either side. See inside back cover for costs. 10-inches long and $1\frac{3}{4}$ -inches wide. Packaged in a fine black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 16	\$2.40	\$2.30	\$2.04	\$1.82
MAILERS AVAILABLE at 15¢ each, net.				
1-2A 3B 4C				

THE CAVALIER CLOTHES BRUSH . . . leather thong and walnut reflect a robust quality that a man appreciates.

Unusual, yet practical, it fits the hand naturally when in use. The $3\frac{1}{2}$ -inch nylon bristles reach into fabrics and sweep out dust and lint.

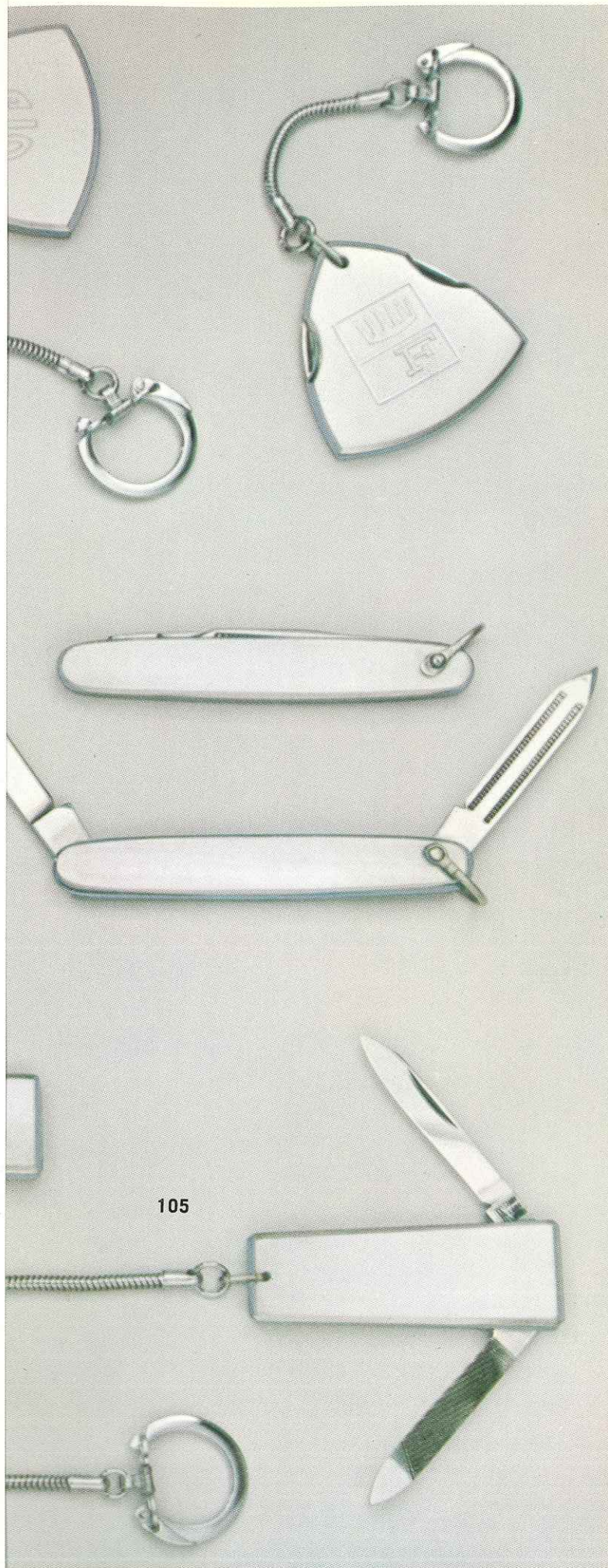
Turn the brush around and the short nylon bristles will go to work on difficult spots or soil.

Rolled brass nameplates for personalization or screen printing of your ad message is available. See below.

Sized right for the man's hand, $8\frac{1}{2}$ -inches long and $1\frac{5}{8}$ -inches in diameter. Handsomely packaged in black and silver gift box.

	25-49	50-99	100-249	250 and up
No. 18	\$3.70	\$3.60	\$3.20	\$2.85
MAILERS AVAILABLE at 13¢ each, net.				
1-2A 3B 4C				

Rolled brass nameplates for engraving 15¢ each, net
See flat surface engraving for engraving costs. (Inside back cover.)
Screenprinting costs See inside back cover.





16



THE MEDALLION . . . a pocketknife-key holder of unusual design. Quality crafted in solid stainless steel. The smartly braided chain and key holder will keep keys held securely and convenient to use. The blade is carefully sharpened and the nail file is double grooved. Size is a compact 1½-inches. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 106	\$1.75	\$1.65	\$1.60	\$1.40	\$1.25

MAILERS AVAILABLE at 9¢ each, net.
1-3A 4B 5C

THE GEM . . . handsomely brushed stainless steel gift knife in flat oval design . . . a natural pocket companion for an executive. Handy nail file and sharply honed blade will provide a lifetime of convenience. Brushed background is ideal for engraving. Size 2½ inches long, ¾-inch wide, ⅛-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500-999	1000 and up
No. 103	\$1.75	\$1.65	\$1.55	\$1.35	\$1.20	\$1.00

MAILERS AVAILABLE at 9¢ each, net.
1-3A 4B 5C 6E
Lined cowhide case available at 60¢ each in any quantity.
A

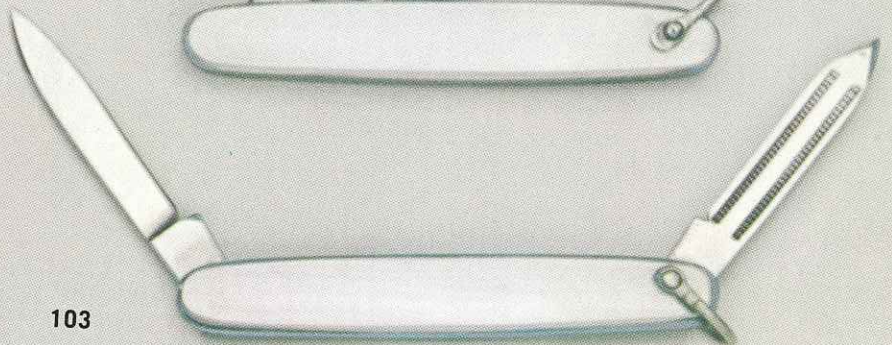
THE TITAN . . . key holder and gift knife spells convenience for the man. Constructed of lifetime stainless steel, it will withstand the scratches of heavy pocket use and still keep its attractive appearance. Ideal engraving or screen printing space. Size 1¾-inches long, ¾-inch wide, ⅛-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 105	\$2.20	\$2.10	\$2.05	\$1.82	\$1.63

MAILERS AVAILABLE at 9¢ each, net.
1-3A 4B 5C



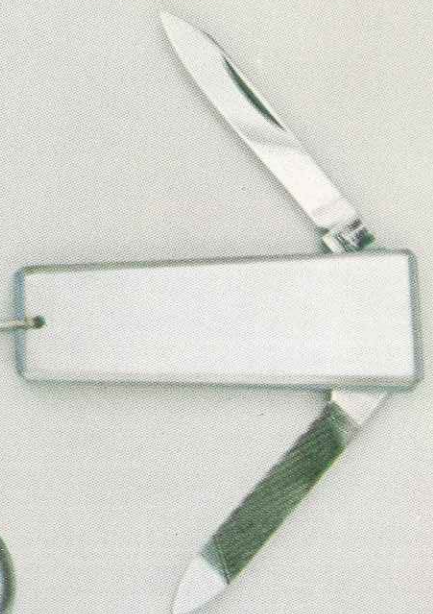
106

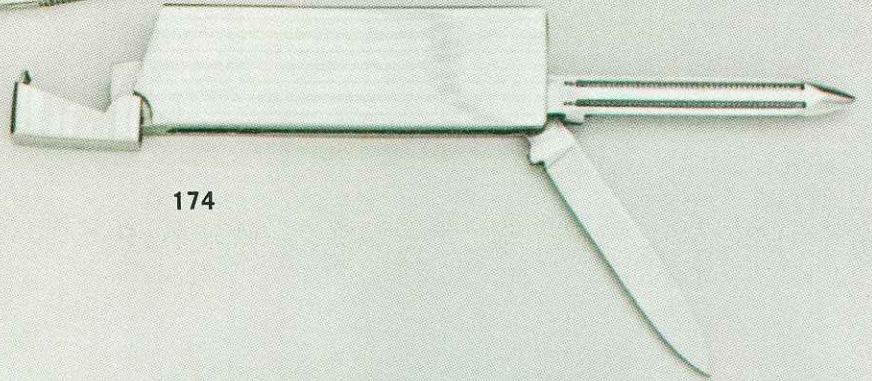
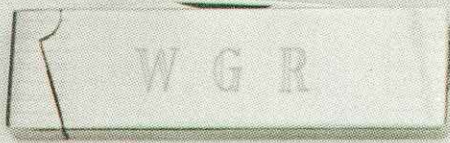


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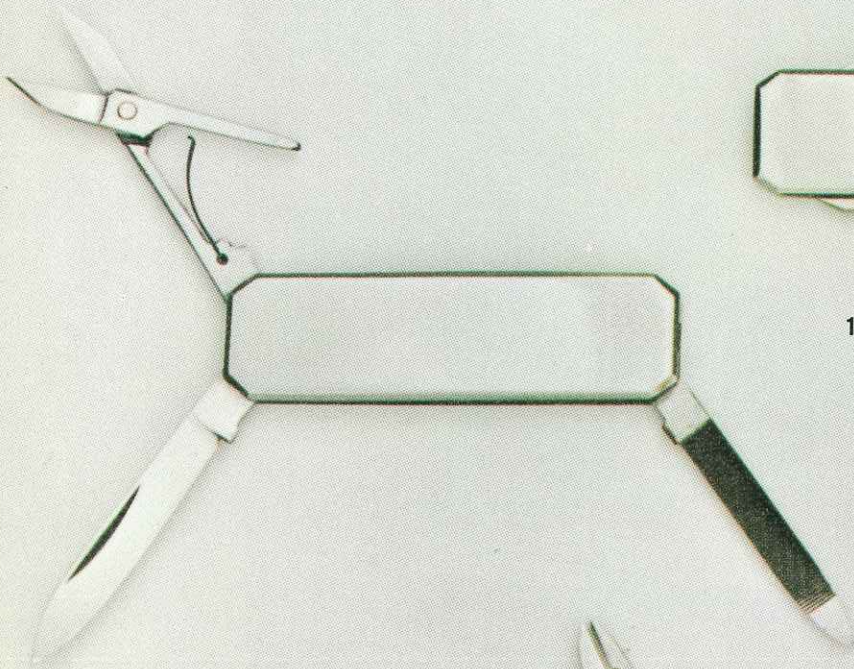




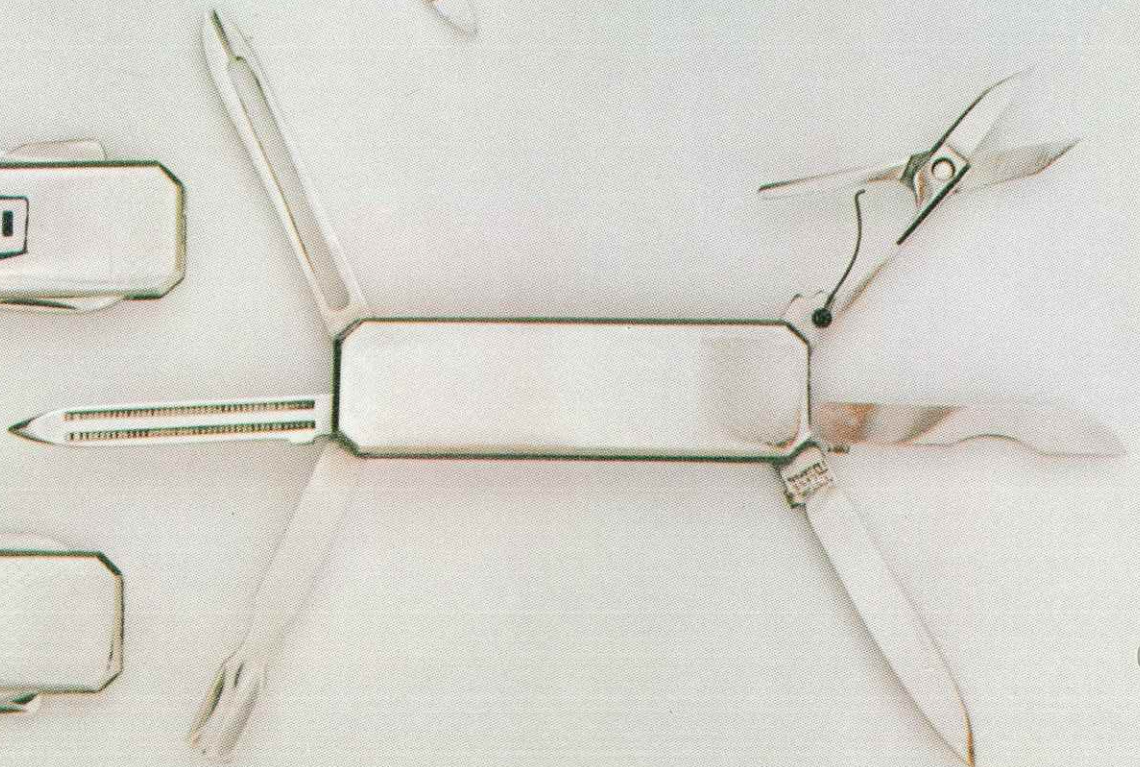
174



175



168



POCKET GROOMING AIDS are very personal items that receive constant use. They are a businessman's everyday companion because good grooming and good business go together.

To assure you of the finest product, special care has been given each piece shown . . . unique design . . . exclusively stainless steel . . . unexcelled craftsmanship . . . careful finishing . . . the finest engraving and screen printing . . . and handsome packaging.

As an added personal touch, Penny Jingle Cards are available at 2 1/2¢ each, net.

THE REGENT . . . dominates because it is so practical. Italian-made of lifetime stainless steel, the case is specially designed to house a removable nail scissors-tweezer. Nail file and knife blade fold out for easy use. Packaged in handsome gift box with romance card. Size: 2-5/16-inches long, 1 1/16-inch wide, 3/16-inch thick.

	25-49	50-99	100-249	250-499	500 and up
No. 174	\$4.70	\$4.50	\$4.40	\$3.90	\$3.50

1-3A 4B 5C

Lined Cowhide case available at 60¢ each, net.

A

MAILERS AVAILABLE at 9¢ each, net.

THE JUPITER is the grooming aid the successful businessman will carry. It's compact, 1/8-inch thick, 2 3/8-inches long. Constructed entirely of non-rusting stainless steel, it contains three implements: a nail scissors, nail file and a carefully sharpened blade. Packaged in gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 175	\$2.60	\$2.45	\$2.35	\$2.10	\$1.90

1-3A 4B 5C

Lined cowhide case available at 60¢ each in any quantity.

A

MAILERS AVAILABLE at 9¢ each, net.

THE ATLAS . . . a complete kit of grooming in the pocket wherever you go. Stainless steel construction allows thin but sturdy design. Six implements — tweezer . . . nail file . . . cuticle pusher . . . nail scissors . . . cuticle cutter . . . and knife blade. All in a light compact package 2 3/8-inches long. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 168	\$3.25	\$3.05	\$2.95	\$2.65	\$2.40

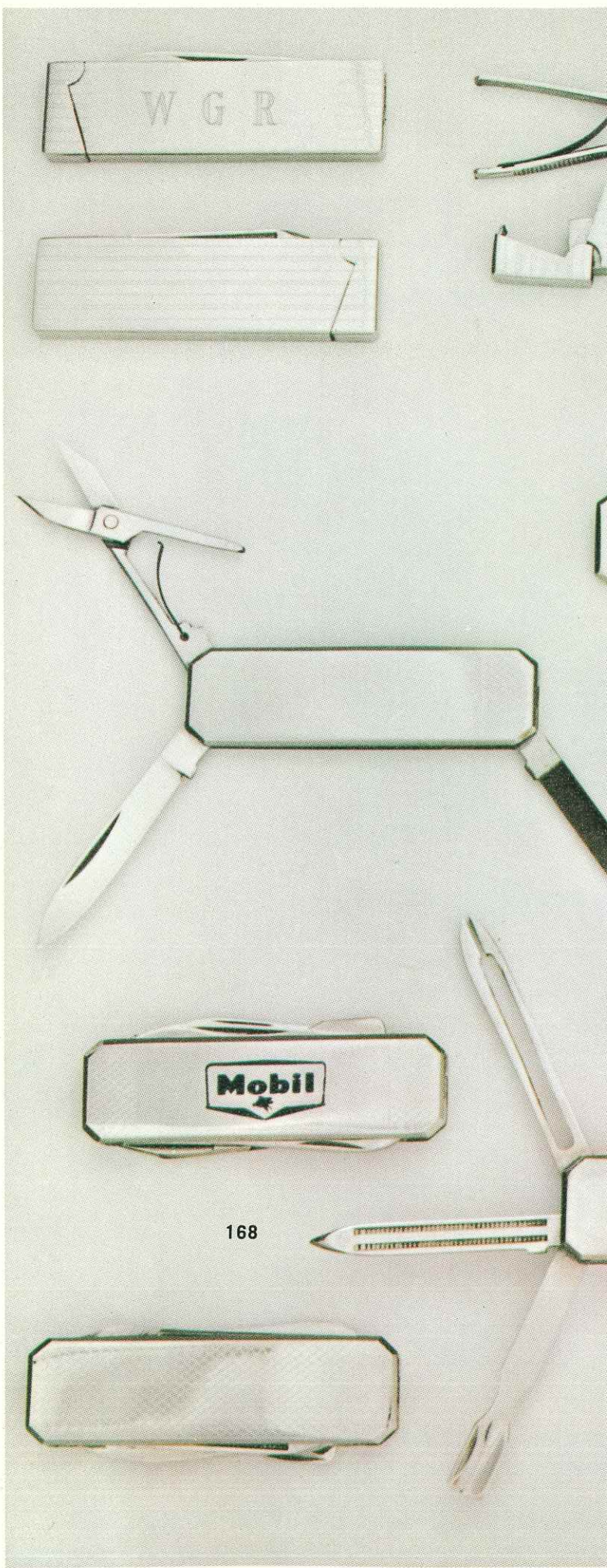
1-3A 4B 5C

Lined cowhide case available at 60¢ each in any quantity.

A

MAILERS AVAILABLE at 9¢ each, net.





THE SATURN is a combination grooming kit and pocket knife. Two grooming aids — a nail scissor and a nail file. Two pocket implements — a sharp knife and a screwdriver blade. Crafted entirely of fine stainless steel, it will never rust or tarnish and will be a pocket companion for many years.

Size is 2³/₈-inches long, 3/4-inch wide, 1/4-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 178	\$3.10	\$2.90	\$2.80	\$2.50	\$2.25

1-3A 4B 5C

Lined cowhide case available at 60¢ each in any quantity.

MAILERS AVAILABLE at 9¢ each, net.

A

THE GLOBETROTTER is an advertiser's dream. His name, trademark or message can be inlaid with nickel-silver only or nickel-silver and beautiful full colors on a backdrop of simulated mother-of-pearl. (See below.) The ad message is framed with an edge of cast zinc for full protection.

Crafted in stainless steel by master artisans of cutlery in Solingen, Germany, the combination of 2 grooming aids and 2 utility implements is ideal for a man's pocket. A nail file and nail scissors plus bottle opener-screwdriver and knife blade all fold out for convenient use. This handsome pocket companion will remain a constant reminder of your company to the proud possessor. Packaged in a handsome gift box with romance card.

	100-249	250-499	500-999	1000 and up
No. 115	\$3.95	\$3.85	\$3.75	\$3.70

Patent Pending

MAILERS AVAILABLE at 9¢ each, net.

C

AD COPY IN NICKEL SILVER INLAY AND COLOR FOR GLOBETROTTER

Minimum order with inlay — 100 pieces.

Artwork: When requested for approval of order, there is no charge.

Color in addition to Inlay: 5¢ net, for each color.

Delivery (after receipt of order or approved artwork): Approximately 60-70 days.

For Christmas delivery: Order must be in our possession Oct. 1.

Delivery via Air (after receipt of order or approved artwork): Approximately 35-50 days.

For Christmas delivery: Order must be in our possession Nov. 1.

	500 or less	500-1000	1000 and up
Extra Charges	15¢ each, net	12¢ each, net	9¢ each, net
for Air Shipment			

Speculative Sample — \$20.00 per side. Refunded if a minimum of 100 pieces is ordered with the same inlay, within 6 months of receipt of sample.

INLAY CHARGES PER SIDE OF KNIFE

	100-249	250-499	500 and up
Uninterrupted	\$.22	\$.20	\$.18
Interrupted	\$.27	\$.23	\$.21

The above price includes one trademark or figure in addition to the text. Add 75% of inlay cost for each additional trademark or figure.

Maximum inlay area: 2-inch length, 13/32-inch high.

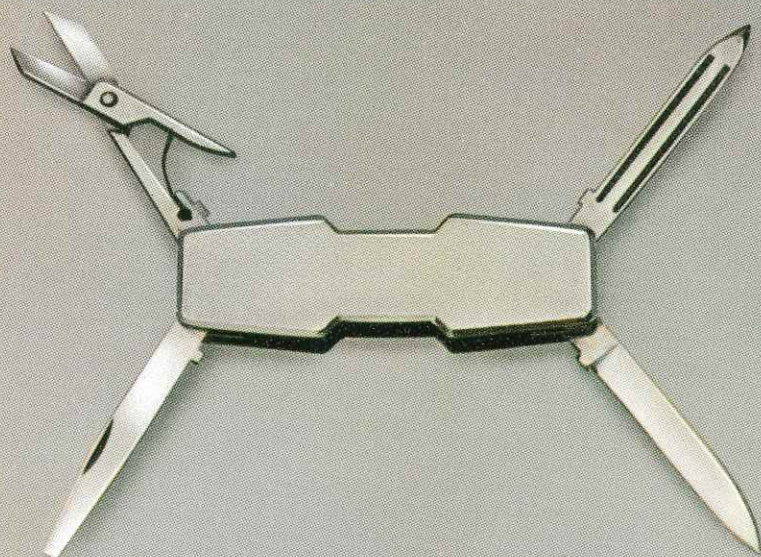
THE CRESCENT . . . a treasury of tools, yet comfortably light and durable. The Crescent is a must for the executive's desk drawer, auto glove compartment, or fishing tackle box.

A tool for every purpose . . . a sure-grip crescent wrench . . . Phillips screwdriver . . . precision honed knife blade . . . screwdriver . . . bottle opener. Crafted in tool steel, tempered and hardened for rugged service. Just the right size to grip—5 1/2-inches long, 1 3/4-inches wide. Gives plenty of space for advertising message in screen printing or engraving. See inside back cover for prices. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 197	\$5.30	\$5.10	\$5.00	\$4.45	\$4.00

MAILERS AVAILABLE at 11¢ each, net.

1-3A 4B 5C



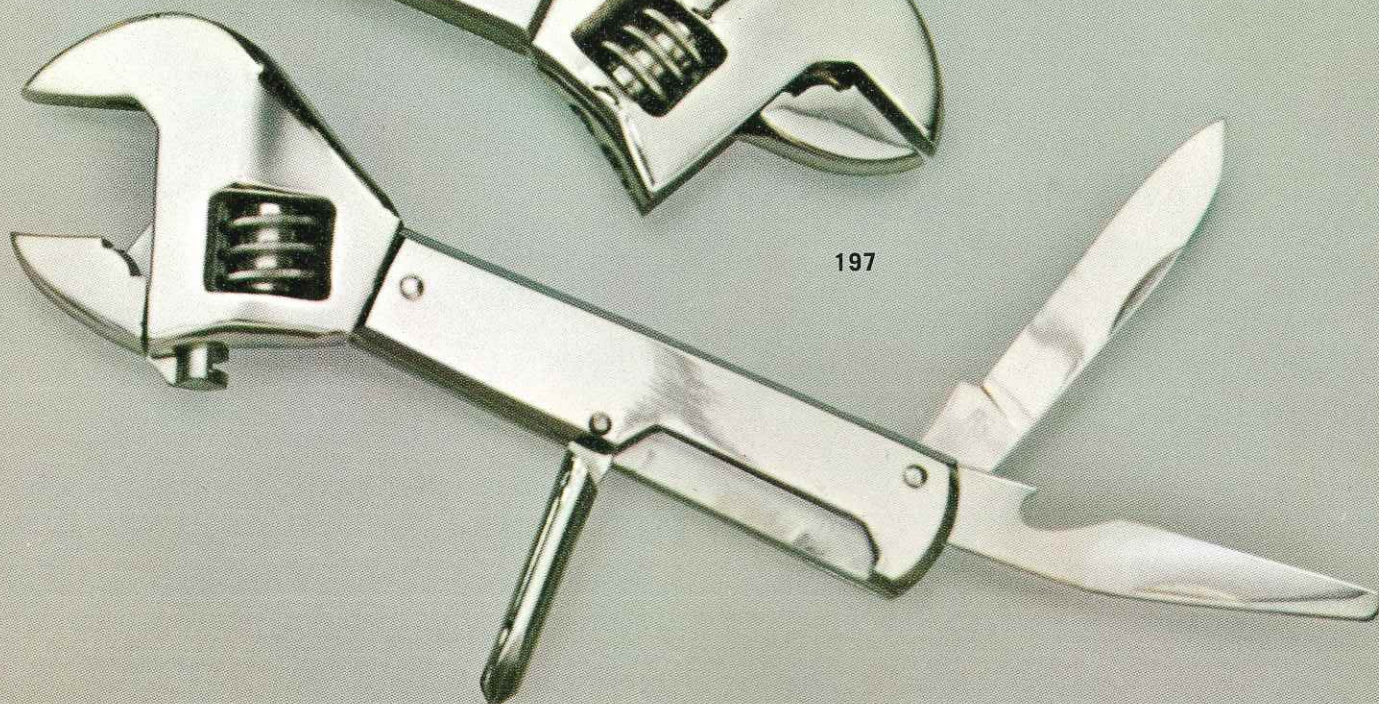
178



115

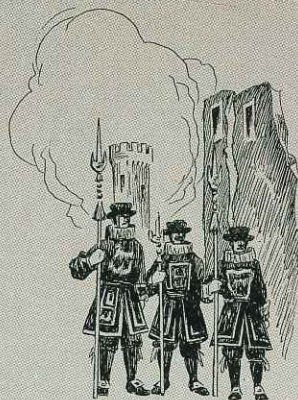
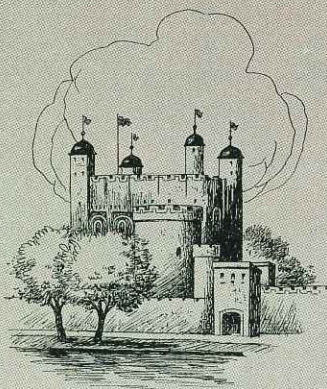


197



When you give . . .

. . . give them a choice that is exclusively theirs.



Memento Exclusive Gift certificate

NAME _____

ADDRESS _____

CITY _____

STATE _____

PLEASE CORRECT NAME & ADDRESS, IF NECESSARY

When you have selected your gift, indicate your first and second choice on this GIFT CERTIFICATE, and mail it today. Your gift will be sent to you promptly and completely prepaid.

NUMBER

ITEM

NUMBER

ITEM

NUMBER	ITEM
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NUMBER	ITEM
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FIRST CHOICE

SECOND CHOICE

CERTIFICATE NO. _____

REGISTER NO. _____

J. O. NO. _____





THE MEMENTO EXCLUSIVE GIFT plan is a perfect way to give . . . and a delightful way to receive.

Let **MEG** help you make your gift giving more effective and meaningful, without the usual gift-giving worries.

MEG represents you the way you want to be represented . . . with efficiency yet as personal as your own handshake.

MEG offers five price groups to choose from. Each group contains only high quality gift choices.

Let Memento Exclusive Gift do your gift giving this year. Five price selections, five price ranges tailor **MEG** to your gift budget.

Ask to see the Memento Exclusive Gift Program. You will be convinced that **MEG** is the most flattering way to give a gift . . . or to receive one.

HERE'S HOW MEG WORKS

You select the price group or groups you desire. List the names and addresses of the persons you wish to receive the gifts and send it to us . . . that's all. Your gift shopping is finished.*

A beautiful **MEG** gift portfolio (see opposite page) is sent to each person on the list. An appropriate greeting card (Season's Greetings—Congratulations—Happy Birthday or Thanksgiving) is personalized in handwriting with the recipient's name and yours.

He is invited to make a gift selection from the exclusive gifts in the portfolio. (Many of the gifts are shown in this catalog.) Whichever one he selects, it is an exclusive gift, it is not sold on the retail market so there can be no price comparison. Your gift will be appreciated more, because it is incomparable.

The gift is exactly right, because he selected it. He indicates his gift selection on the handsome **MEG** gift certificate, then places the certificate in a self-addressed prepaid envelope and mails it.

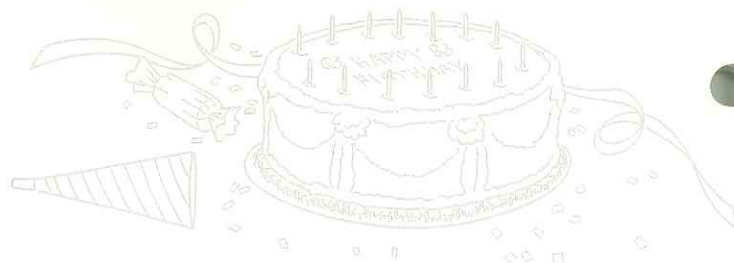
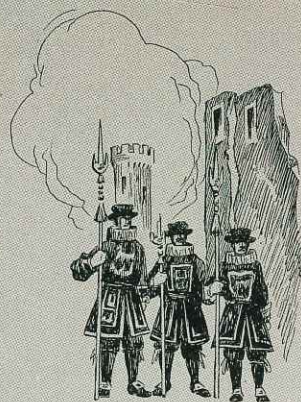
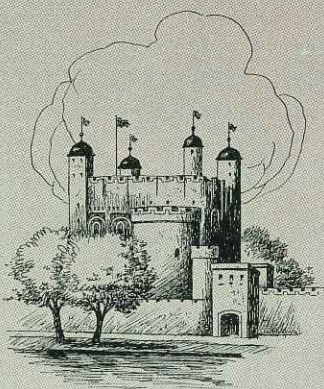
When the certificate is returned, it receives prompt attention. His gift is made ready for shipment, postage and insurance applied and the gift is on the way to him.

*If you desire, we will send the gift portfolios to you. You will always be prepared for gift giving, anytime through the year . . . right at your desk. Each gift portfolio will include all four greeting cards.

Remembering him on his birthday
with our V.I.P. Birthday Plan.



When you give . . .
 . . . give them a



Memento Exclusive Gift certificate

NAME

ADDRESS

CITY

When you have selected your gift,
 and mail it today. You

NUMBER

CERTIFICATE NO.

THE V.I.P. BIRTHDAY PLAN is a special way to remember a special day . . . a birthday. A remembrance gift on this day is remembered by the recipient all year long.

Here's how the V.I.P. Birthday Plan makes giving on birthdays easy.

Select the gift or gifts for your birthday list from this catalog.

Send your selection along with the names, addresses and birthdates (if known) of the individuals you have selected to be remembered. V.I.P. Birthday Plan will obtain the birthdate of those that are unknown to you.

At the proper time, we will do the following:

Handwrite the recipient's name and yours on an attractive birthday foldette card and insert it with the gift you have chosen.

Beautifully gift wrap and package your gift for shipment.

Apply the postage and insurance.

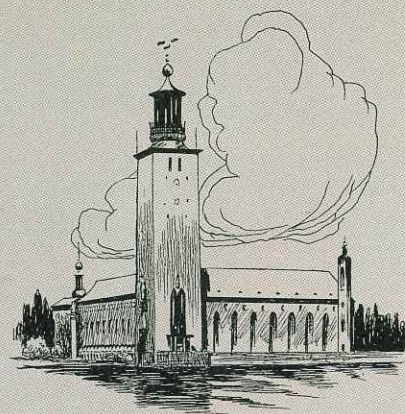
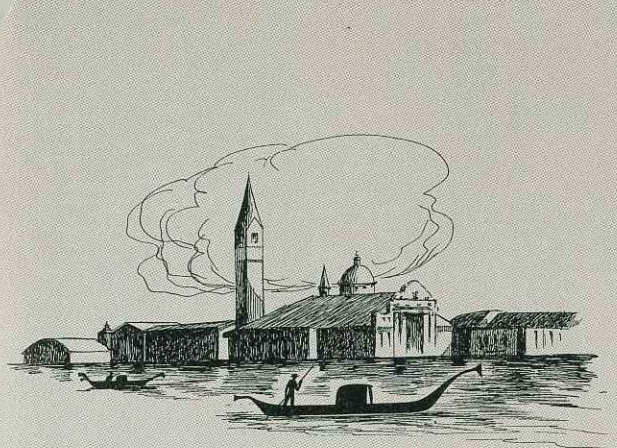
Send it so it arrives at just the right time for the birthday festivities.

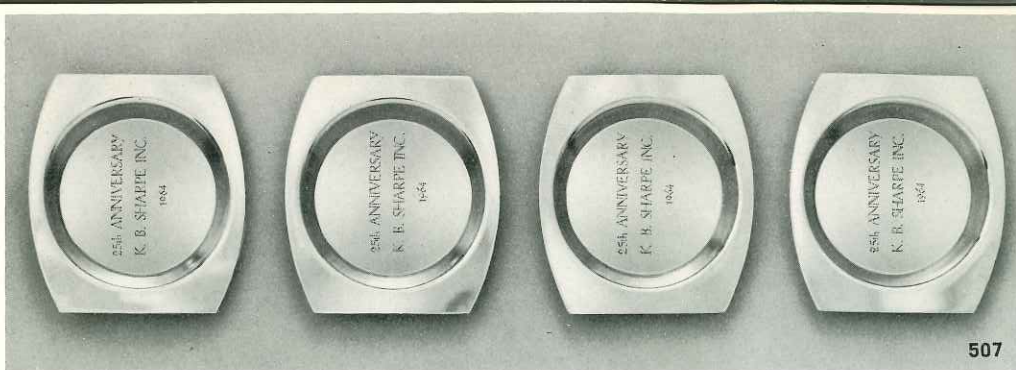
You can be sure that your gift will be remembered because V.I.P. puts a warm personal feeling into gift giving. Be different this year, remember your friends and clients the V.I.P. way. Incidentally, it's ideal for employee remembrances, too!

V.I.P. BIRTHDAY PLAN CHARGES (ALL CHARGES ARE NET.)

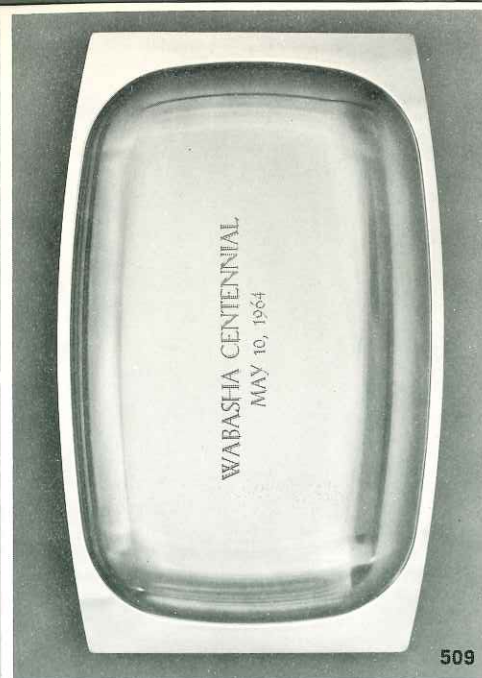
Birthdate Search Charge	30¢ each name
V.I.P. Personal Gift Service (Includes gift wrapping, mailer and birthday foldette greeting card.)	75¢ each
Postage and Insurance Charges	Added to invoice
Engraving or Personalization Charges	See inside back cover

Make him 'very special' by remembering him on his birthday
... with our V.I.P. Birthday Plan.





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AWARDS OF DISTINCTION



519

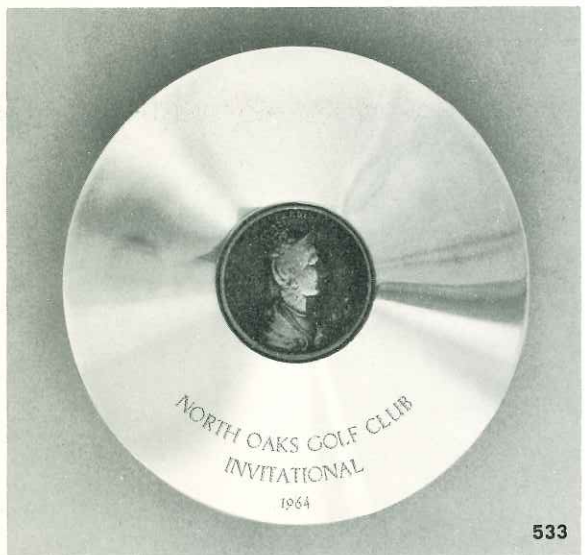
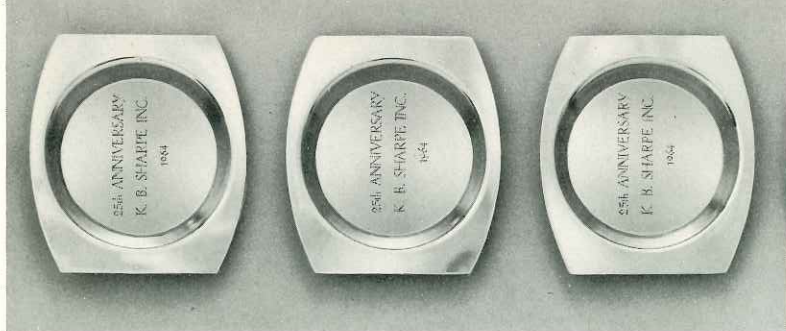
AFTER THE EVENT . . .
THE DIGNITY OF THE GIFT REMAINS

Achievements . . . commemoratives . . . business activities are events to be remembered. They are best recalled with beautifully engraved Swedish 18/8 stainless steel holloware. Exquisite forms of beauty and practicality, they reflect the dignity of the award in a most flattering way.

Unlike gaudy trophies, stainless holloware fits the surroundings of the home. As years pass, the everlasting qualities of stainless retains its beauty and becomes a treasured family heirloom.

This year put a new meaning into your awards . . . golf . . . bowling . . . sales contests . . . anniversaries. Engraved Swedish stainless holloware costs no more than other trophies. The person receiving the award will appreciate your thoughtfulness . . . for years.

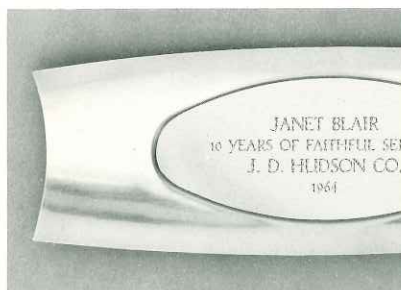
See engraving charges on inside back cover for all holloware shown in this catalog.



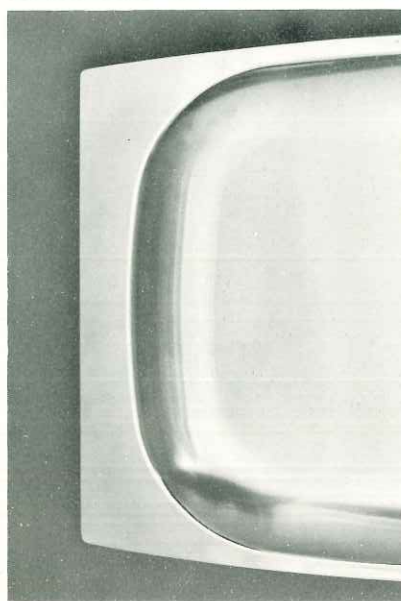
533



576



AWARDS



A GIFT ENCLOSURE CARD gives an extra measure of warmth to your gift giving.

Three greetings—Happy Birthday—Congratulations—Season's Greetings—printed in exquisite type face on high quality card stock, are available at the below cost.

We will handwrite your name, in ink, on the inside of the card. For true luxury . . . gold stamping. See gold stamping charges on the inside back cover.

Gift Enclosure Card (Specify greeting) .05¢ each, net, with names handwritten.

ENGINEERING CHARGE

AND C. 1941

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Happy Birthdays

Thank you

Thank you

FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

ENGRAVING AND PRINTING INFORMATION AND CHARGES (ALL CHARGES ARE NET)

A duplicate typewritten alphabetical list of individual names or initials must be submitted with the order. Specify where copy is to be placed on the product.

ENGRAVING

Engraving is a perfect compliment for an exquisite gift. Our engraving is cut into the metal (Jewelers Style) for durability and beauty.

	SINGLE LINE BLOCK STYLE	DOUBLE LINE BLOCK STYLE	SINGLE LINE SCRIPT STYLE	DOUBLE LINE SCRIPT STYLE
SAMPLES	DAN ALLEN	Dan Allen	<i>Dan Allen</i>	<i>Dan Allen</i>
One line of copy	18 letters (More than 18 letters are charged for at two line price)			
Simple engraving die for trademark, emblem or special lettering	\$20.00 (Approx.)			
Complex engraving die for trademark, emblem or special lettering	Quotation			
Color fill of engraving available.....	Prices on request			
Brass nameplates for engraved personalization or ad copy.....	.10 each, net			

GOLD OR SILVER STAMPING

Stampings are in 24K gold or high quality silver, whichever is most applicable. Special dies for trademarks or emblems, etc., will be quoted upon receipt of order. Stamping charges shown in the table below include up to 4 lines of advertising copy.

SAMPLES	Block Style	DAN ALLEN	Italic Style	DAN ALLEN
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PRINTING AND SCREEN PRINTING

A durable, transparent coating is applied over all surface printing or screen printing. This coating helps to protect the imprint from wear and abuse. Metal printing is protected by a special ultrahard refined enamel coating.
Camera ready artwork provided by customer.

Simple cuts, trademarks, etc.	1 color	\$6.00 Net	2 colors	\$11.00 Net
Complex cuts, trademarks, etc.	Quotation			
Screen charge for screen printing.....			Each Color	\$3.50 Net
Artwork, if provided by us.....	charged at our cost			

ADVERTISING COPY AND PERSONALIZATION CHARGES

		ENGRAVING ON METAL (BLOCK OR SCRIPT)												GOLD OR SILVER STAMPING ON LEATHER			PRINTING UP TO 4-LINES IF SPACE PERMITS				SCREEN- PRINTING				
		ON FLAT SURFACES						ON CYLINDRICAL SURFACES									531 & 533 BOWLS		On Sim- ulated Mother of Pearl, Wood or Plastic		On Stain- less Steel Knives and Other Flat Metal Surfaces		\$3.50 Screen Charge for Each Color		
		SINGLE LINE S			DOUBLE LINE S			SINGLE LINE S			DOUBLE LINE S						Sgl. Line	Dbl. Line	One Color	Two Colors	One Color	Two Colors	One Color	Two Colors	Three Colors
QUANTITY		1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines												
ADVERTISING COPY	1 to 11	.50	.60	.70	.60	.75	.90	.80	.90	1.10	1.00	1.20	1.30	.05 per letter	.08 per letter										
	12 to 24	.27	.40	.53	.34	.52	.70	.42	.64	.86	.54	.82	1.10			.22									
	25 to 49	.20	.34	.46	.24	.44	.58	.29	.54	.70	.38	.70	.90			.13									
	50 to 99	.17	.30	.42	.22	.38	.52	.28	.50	.66	.35	.66	.85			.10	.15	.26	.18	.31	.25	.40	.55		
	100 to 249	.16	.28	.40	.21	.35	.49	.26	.46	.62	.33	.62	.80			.08	.12	.19	.16	.26	.18	.32	.46		
	250 to 499	.15	.25	.35	.20	.33	.46	.25	.42	.58	.32	.58	.75			.06	.10	.16	.14	.23	.16	.30	.44		
	500 to 999	.14	.24	.33	.19	.31	.42	.24	.38	.52	.31	.56	.70			.05	.09	.14	.13	.20	.12	.22	.32		
	1000 and up	.14	.24	.33	.19	.31	.42	.24	.38	.52	.31	.56	.70			.05	.09	.14	.13	.20	.08	.15	.22		
PERSONALIZATION	ANY QUANTITY			ANY QUANTITY			ANY QUANTITY			ANY QUANTITY					1-24	25-49	50 UP	NOT AVAILABLE							
	Individual Names			.24			.32			.64			.72			.85	1.00					.45	.40	.35	
	1 Initial			.18			.27			.24			.32			.40	.55					.40	.35	.30	
	2 Initials			.18			.27			.40			.48			.55	.70					.40	.35	.30	
	3 Initials			.18			.27			.48			.56			.70	.85					.40	.35	.30	

